

The Octagon,
1741 New York Ave.,
Washington, D.C.

WEEKLY BULLETIN



File



MICHIGAN SOCIETY OF ARCHITECTS

Officers

KENNETH C. BLACK, President
ROBERT B. FRANTZ, 1st V-Pres.
GEORGE F. DIEHL, 2nd V-Pres.
LEWIS J. SARVIS, 3rd V-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
CHerry 7660

Directors

ROGER ALLEN
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
EMIL LORCH
GEORGE M. McCONKEY
ANDREW R. MORISON

Business Manager
E. B. FAUQUIER

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit Mich., under the act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00)

Volume 12

DETROIT, MICHIGAN, JULY 5, 1938

No. 27

ARCHITECTURAL AID FOR SMALL HOME BUILDERS

The production of small houses must approximate the mechanism of other large scale products which the public buys, it is declared in a report of the Small House Committee of the N. Y. Chapter of the American Institute of Architects, of which Harvey Stevenson is chairman.

"It cannot succeed unless it is done on a large scale," says the report. "This means that from the producer's point of view the house must be handled from start to finish with

the closest cooperation between financing, designing, construction, and supervision. From the purchaser's point of view the finished product must be produced at a given price without the distraction and uncertainties of dealing with disassociated controls."

A plan to secure professional supervision for the 85 per cent of building which now receives no architectural service was outlined in the report. The plan envisions "central offices," wherever justified by demand, from which the potential client, whether an individual or a developer, could obtain the necessary information and advice, and could make all arrangements so that the completed building or buildings would be satisfactory to himself, the lending institution, and the Government.

"These offices should have a supervising architect directing the standards of design and supervision," it is asserted. "The production of the designs, the arrangements for designing for the client, and the apportionment of fees could all be worked out as soon as the fundamental premises are assured.

"When the house or houses are completed in a manner satisfactory to the lending institutions they would receive a stamp of approval, the significance and value of which would be properly publicized. It is conceivable that the market value of this 'seal' would become sufficient to lead developers to conform to the requirements laid down in order to obtain this stamp.

"The first hurdle to be overcome is the competitive quality of the individual lending institutions. If it is possible for the architects and the technical participants to collaborate it ought to be possible for the financial institutions to do the same.

"This cooperative effort suggests other facilities which the individual institution cannot afford to maintain at a high standard; for example, a skilled inspector from a central organization can handle the work of inspection for a number of operations better than a dozen less competent inspectors working full or part time for the various individuals."

A primary reason for professional service, according to the report, is the safeguarding of loans, particularly when these loans are amortized only over long periods. "In relation to this factor the raising of standards and all esthetic considerations are, as far as making the proposition a business one, secondary," it is pointed out.

"The architects have tried to improve this situation at their own expense. They cannot afford to do it. No real advance in the standards of small homes is to be expected till the bulk of the

(Continued on Page 4)

LUNCHEON SCHEDULE CHANGED

Next Luncheon Wednesday, July 13

FAMOUS ITALIAN CAFE

2224 Woodward Ave. (2nd Floor)
Opposite Fox Theatre

The Architects'-Building Industry Lunches, heretofore held weekly, will, during the summer months, be held less frequently, and only as announced—perhaps every other week.

QUALITY ALWAYS
GIBRALTAR—THE HEAVY DUTY CEMENT FLOOR
PLAIN CEMENT FLOORS
TILING AND TERRAZZO, PLAIN AND DECORATIVE

GIBRALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE LONGFELLOW 0044



FLOORS INC.

DETROIT MICH.
TELEPHONE LONGFELLOW 0045

Recommend "STANDARD ACCIDENT"
Surety BONDS and be SURE

Standard Accident Insurance Company

DETROIT MICHIGAN
A. A. CLARK, Manager Bonding Department
Detroit Branch Office
640 Temple Avenue Temple 1-9100

CINDER BLOCK INC.

HOGarth 1140

Cinder Concrete Block

The complete Ma-
sonry Unit for all
types of building con-
struction.

PUNCH & JUDY THEATRE

Kercheval at Fisher Road Niagara 3898

WED. and THUR. JULY 6 and 7
Joan Bennett—Henry Fonda
"I MET MY LOVE AGAIN"

FRI. and SAT. JULY 8 and 9
Martha Raye—Burns & Allen
"COLLEGE SWING"

SAT. 11:00 P. M.
John Barrymore
"BULLDOG DRUMMOND'S PERIL"

SUN., MON. and TUES. JULY 10, 11, 12, 13
Spencer Tracy, Myrna Loy, Clark Gable
"TEST PILOT"

"Standard" PLUMBING FIXTURES

AMERICAN RADIATOR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MADison 4200
801 W. BALTIMORE AT THIRD
"Bring Your Clients to Our
Display Rooms"

For
BETTER BUILT HOMES
Use Dwight's "PRE-SHRUNK" Lumber
DWIGHT LUMBER CO.
Vinewood 2-4500

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and
Floor Tile, Glazed Brick and Tile
Representatives for

FEDERAL SEABOARD TERRA COTTA
Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

FOX THEATRE

Week Starting Friday, July 1st

Barbara Stanwyck . . . Herbert Marshall
—in—

"Always Goodbye"

with Ian Hunter, Cesar Romero, Lynn Bari, Bin-
nie Barnes and John Russell, a new child star.
S T A G E

Six headline acts, including the Frazee sisters,
modern song stylists; the Ukrainian National
chorus of 25 fine voices; the Royal Swedish Bell
Ringers; Whitey Roberts, Broadway dance star;
the Stuart Morgan dancers; and the
16 Dansonettes.

TURNER-BROOKS, Inc.

Contractors and Designers of Resilient
Flooring

LASTIC VENEERS MARSHWALL TILE

PARKAY WOOD FLOORING

RUGS

LINOLEUM

CARPETS

9910 Dexter Blvd. TOWnsend 8-1020

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEMple 1-8494

Detroit, Michigan

COSTLY PLATTING- PLANNING INCONSISTENCIES

City Planning first came into existence as a corrective agency to protect against the great civic losses and hazards of poor platting—even bad ruinous platting—with little or no attention given to street and alley widths or alignments, lot sizes, restrictions, etc. These former errors and mistakes have proven very costly and corrective attempts have not been a cure but only a poor remedy.

Detroit still shows an alarming evidence of many such conditions. With all the serious and uneconomic lessons of our own past and similar ones of other cities, we certainly should profit by these experiences and more fully and substantially protect against further failures and losses.

A much-overlooked yet very important phase of platting absurdities is the all too numerous cases of very high class property adjoining very poor property—large highly restricted lots bordered by small unrestricted lots, and vice versa. The resulting great differences in adjoining property values are wasteful extravagances and most uneconomical. They are disturbing, like sudden extreme weather temperature changes, and equally hazardous. In addition to these extreme value differences in adjoining property there are, of course, a much greater number of cases of lesser differences in adjoining property values, all of which are proportionately destructive. The damages and losses are not imaginary even though subtle. They are real, substantial and accumulative. They involve property damages, assessment and appraisal difficulties, but more than all else, sociological distress and discomfort.

City Planning finds a most troublesome problem in trying to devise protective measures or methods of remedying these wasteful conditions. Under City Planning economic principles a whole city should be so zoned into such best-land-use areas as will result in minimum differences or steps in adjoining property values. A number of successful small steps in value differences—either up or down—will much better protect all properties involved and save human, civic and physical losses.—THE PLANNER

PHOTO CONTEST DESIGNED TO SPOT IDEAL HOUSES

*Prizes Will Be Awarded In All States
of Country*

Photographs of the interiors, exteriors and gardens of thousands of American homes will be examined during the next fourteen months in a nationwide photographic housing contest announced by Ethel Traphagen, publisher of "Fashion Digest". The contest, designed to discover the house in each state which "most beautifully reflects the spirit and character of the people living in it" will be judged by leading authorities in the architectural, interior decoration and gardening fields.

Forty-nine cash prizes, one for each state and the District of Columbia, will be awarded winning photographic groups. Each contestant will be called upon to submit a group of photographs designed to afford a complete picture of the selected dwelling in so far as it reflects the ideal architecture of that state.

The judges are Arthur Ware, of F. B. & A. Ware, architects, New York; Kenneth M. Murchison, architect, New York; John Dalzell Boyd, architect, New York; William M. Howard, of Howard & Barley, Ltd.; James Pendleton, of James Pendleton, Inc.; Ross Stewart, of W. & J. Sloane, New York; E. L. Seymour, editor of "American Home Magazine"; Nelson Miller Wells, president City Gardens Club of New York, and Miss Margaret McKenney, executive secretary City Gardens Club of New York.

JULY 5, 1938

COMPETITION FOR POST OFFICE BUILDINGS

With more than 1,100 applicants registered with the Procurement Division for the competition for small Post Office designs, Treasury officials have extended the opening of its competition for a larger structure from June 21 to June 28. Designs will be accepted to August 2, instead of July 26. This latter competition is to provide a design for the Post Office and Court House at Covington, Kentucky.

The Covington competition is open to all architects who are citizens of the United States and who are registered in any State. Architects who are not so registered and who are residents of States where there is no architectural registration law are also eligible upon submission of evidence of qualifications satisfactory to the Treasury Department.

The Division also announced that the prize winner in the Covington contest would receive \$4,500 for his winning design, instead of \$3,000 as originally planned, and \$4,500 additional for consultation services during the preparation of the working drawings and specifications, instead of \$3,000.

The first competition for ten designs for Post Office buildings in the \$50,000 class, which closes June 29, provides ten prizes of \$1,000 each to be awarded to the authors of the winning designs.

HANDBOOK OF APPRAISAL TERMINOLOGY ISSUED BY AMERICAN INSTITUTE

Development of a common language in the appraisal of real estate is furthered by the publication of **Appraisal Terminology**, an 88-page manual published by the American Institute of Real Estate Appraisers in a revised edition just off the press. The new dictionary defining over 750 terms commonly used in the appraisal of real estate has been compiled by the Institute through its Education and Research Committee under the chairmanship of K. Lee Hyder, Milwaukee, now president of the Institute. A first preliminary report on appraisal terminology was issued in 1935 and a revision was undertaken in 1936, with Isidoro Quintana, M.A.I., Washington, D. C., as chairman of the subcommittee to carry on the work. This work has just been completed. Further additions and revisions are expected to be made as appraisal experience develops.

Real estate appraising is directly and indirectly linked with engineering, construction, accounting and financing, and the appraisal terminology handbook, covering as it does terms common to these groups, is expected to aid in the present very active movement for a standard terminology. The need of such a terminology is having the attention of a number of professional groups.

Banks, loan companies, insurance companies, accounting agencies, and legal firms are expected to be interested in this new publication. **Appraisal Terminology** has been sent to every member of the Institute as a membership service.

Price: \$1.75.

MEAD AND PEARL ARCHITECTS FOR COURT HOUSE

Harry L. Mead and Walter W. Pearl of Grand Rapids have been engaged as architects for the alteration of the Emmett County Courthouse at Petoskey, Michigan. J. J. Wieland, Mechanical Engineer of the Grand Rapids office of W. W. Bradfield will have charge of Engineering work. Walter Pearl and Charles Norton, Jr., recently made a survey of the present building.

ARCHITECTS REPORTS

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750.

800-seat Crystal theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond., bids closed. Location: Mich. and 31st St.

1000-seat Life Theatre, Cor. Woodward and Montcalm, Enameled metal and Vitrolite front, Cinder blk. and acoustical plaster interior, Steam heat, vent. and air cond. Revised figures taken.

1200-seat Harbor theatre, 3 shops, suburban Det., Enameled metal and face brk. exterior, cinder blk. & acoustical plaster interior, Steam heat, vent., and air cond. Bids closed.

DIEHL, GEO., 120 Madison, CHerry 7268.
Plans for Convent, Jesu Parish, ready to figure about June 30.

DESROSIERS, ARTHUR, 1414 Mascabees Bldg., CO. 2178.

Church, Allenton, Mich., Fig. closed.

Church, Benton Harbor, Mich., figures closed June 26.

Prep plans for church, St. Nicholas Parish, Detroit, Ready about July 10 for figures.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian Bldg., CA. 3175.

Prep. drgs. on Pontiac State Hospital.

GIFFELS & VALLET, Inc., 1000 Marquette Building, Prep. plans supstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact., Name withheld.

JAMESON, LAWRENCE B., 8580 Jos. Campau, TR. 1-1230, Prep. plans:

1500-seat theatre, store, office bldg., 150x100.

1300-seat theatre, store, office bldg., 150x100.

Garage 100x200, Ready soon.

Elec. Supply Bldg., 50x30, Ready soon.

40-room Hotel, Ready soon.

Mortuary, Ready soon.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415.
Res., John Owen, Grosse Pte., Bids closed.

MASON, GEO. D. & CO., 408 Griswold, RA. 7850.

Prep. plans 6th Church of Christ Scientist, Manistique and Kercheval.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, 7 bldgs., W.K. Kellogg Found. Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 8-7122.

Prep. plans, 2-story store & office bldg., Dearborn, 40x70, 2-story Veterans Home Alt. and addn., Vocational School.

Prep. plans, 50-bed hospital, contagious diseases, Administration Bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941, Prep. plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

MALCOLMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Prep. drgs. on add. to David MacKenzie High School, Auditorium, Class room wing, health unit.

MARR, RICHARD, 415 Brainard, TE. 1-6860.

Fig. on 12-rm, Res. Lakepointe, G. P. Pk. closed.

ARCHITECTURAL AID FOR SMALL HOME BUILDERS

(Continued from Page 1)

lending institutions is prepared to require uniform standards of professional control as a prerequisite to their loans; and, furthermore, to bear the expense of setting up and maintaining such control as insurance on their own money."

Although officials of various lending institutions are sympathetic to the "central office" plan, competition and the recession deter them from independent action, the Committee says. "Federal influence naturally suggests itself," the report continues, adding that the plan should receive its first test in the smaller communities.

"The interest of the Washington organizers of the Federal Home Loan Bank in their plan, which is substantially the same as ours, continues most solicitous. It has chances of success in Westchester and in medium-sized communities where the building interests are concentrated in a few hands and civic pride is a more intimate asset. It falls down in the metropolitan area because there is not enough

business of this variety to encourage the Bank's individual members in uniform development of competent personnel and methods in the face of probable sacrifices of cash and autonomy.

"The Federal Housing Authority is everywhere and provides an Olympian terminal to which the buck may be passed. When asked if professional supervision could not be insisted upon as a prerequisite to FHA guarantees, the Authority answered that this could be done only where communities, as in the case of Memphis, Tenn., were already organized with this service in full swing.

"The FHA could not, at least not now in the face of Government pressure for immediate production, do anything that might handicap volume. Here again, if any such plan is to be tried it should be begun in those smaller communities where the bulk of building is individually owned and where all the interested parties may be organized to demand professional control as community interest. The FHA, or any big business for that matter, will support any plan for building that a whole community wants.

"An outline of the plan in Los Angeles, which is, apparently still sufficiently civic-minded to compensate for its size, is worthy of scrutiny. It is directed by a board of financiers, building material company hands, members of the Real Estate Board, and architects. The chairman is a local FHA architect. Preliminary financing is loaned by those interested. Management cost is to be met by membership fees, sale of portfolio of designs, and 10 per cent of all architectural fees received.

"The architects contribute the portfolio designs and receive a small fee for each submitted, and a further fee from the mortgage lender for working drawings. In general, the service provided is a limited one, with standard forms. The principal is identical with the original New York plan with the incomparable advantage of pledged funds and FHA-sponsored direction."

The report declares that "the Small House Committee of the New York Chapter does not deny that a 10 per cent fee is none too much for the individual private house job; nor does it deny that there is a definite cash value to disinterested professional service from the small home-builder's viewpoint, and that where such service is dispensed with 'to keep costs down,' the speculative builder often spends many times the cost of the service in promotion, salesmanship, and advertising."

"But the Committee does repeat that about 85 per cent of building receives no architectural service under the existing inept attitude; that all building should have such service, and that if the client cannot afford it he should buy a finished house from someone who can; that operating companies in most thickly settled areas can alone afford to produce sufficiently cheap houses; and that as 'big' business finds small house building to be good business, the standard of production is bound to improve. The architect must be willing and able to inject himself into this collaborative picture."

WOOD CONVERSION COMPANY TO ENTERTAIN ARCHITECTS COMPLIMENTARY DINNER

Intercollegiate Alumni Club, Thursday, July 7
6:30 P. M.

Mr. W. L. Murphy, Detroit Sales representative for Wood Conversion Company invites all architects of Detroit and environs to attend this dinner meeting at which there will be a brief discussion on the various types of insulation, both flexible and rigid, as well as a unique display of acoustical and interior decorative treatments.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.

Directors: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Gieseking; Vern Taylor; Paul Sutherland. Edwin J. Brunner, secretary.

439 Penobscot Bldg., RAndolph 5500

Edited by E. J. Brunner

CLINTON VALLEY

July 19

*The Mid-Summer Event With a Thrill***G O L F**

Architects', Builders' and Traders' Outing

- AND -

Big Industry Golf BanquetGOLF—PRIZES—DINNER
\$3.00Tee off—1.00 on
Locker room huddles—3.00 on
Non golfers conferences—2.00 on
Settle nations problems by—6.00
Settle industrys problems—never
Dinner first call—7.00
Dinner second shout—7.30
Prizes announced—9.15*You will want to be there.**You will want to bring friends.**You will want a good hot dinner.*THEREFORE MAKE RESERVATIONS FOR YOUR PARTY.
MAKE THESE AT LATEST BY TEN A. M. DAY OF OUTING

Call RAndolph 5500 for res.

To reach Clinton Valley Country Club,
drive Van Dyke to Utica Road and turn
right to club; or drive Schoenherr to
Utica and turn left to club.**CLASSIFIED BUILDING TRADES****GENERAL CONTRACTORS**GEORGE W. AUCH CO.—3646 Mt.
Elliott, PLaza 1190.**IRONITE WATERPROOFING AND
RESTO-CRETE**WESTERN WATERPROOFING CO.
—410 Murphy Bldg., CADillac 9646.**LUMBER DEALERS**DETROIT LUMBER CO.—5601 W.
Jefferson Ave., VInewood 1-2090.HURD LUMBER CO.—6425 W. Ver-
nor Highway, VInewood 1-4120.C. W. KOTCHER LUMBER CO.—
2137 Gratiot Ave., FItzroy 3390.
Established 1864.BRAUN LUMBER CORP.—TO. 8-0320
Davison Avenue & Grand Trunk
R.R. Jefferson Avenue Yards—
Pontiac.O'HARA-QUINLAN LUMBER CO.—
14811 Meyers Rd., HOgarth 5110.RESTRICK LUMBER CO.—1000 W.
Grand Blvd., LAfayette 0500.F. M. SIBLEY LUMBER CO.—6460
Kercheval Ave., FItzroy 5100.WALLICH LUMBER CO.—3741 St.
Aubin Ave., TEmpLe 2-6660.

BROKER LAUDS THE WORK OF REGISTERED ARCHITECT

David T. Wile Jr., Long Island real estate broker, expressed the belief that if homes built fifteen or twenty years ago had been designed by registered architects the real estate market would not be faced with the vexatious problem of so many outmoded, unattractive and inefficient used houses. There has not been a slump in the market for the truly beautiful old Colonial homes found along the North shore of Long Island and in Connecticut, which, in his opinion, proves the popularity of pure Colonial architecture.

"It is obvious to every real estate broker," Mr. Wile says, "that the lack of a registered architect's services in the building of the majority of homes erected before and just after the World War has

been a big factor in the ill fate of many of those dwellings. The portfolios of banks and insurance companies have been bulging with lists of used houses of nondescript style relinquished by home owners who, realizing their mistake in selection, often gave them up with little regret."

Recommended by the Architects of America

ROBERT W. TEBBS

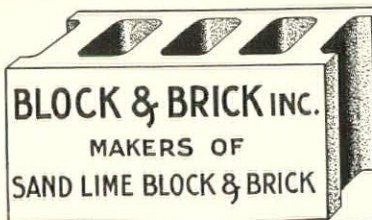
PHOTOGRAPHER TO
ARCHITECTS AND DECORATORS
Studios: New York and Plainfield, N. J.
BELLE LA ROSE 2627 LAKEWOOD Blvd.
LEnoX 5362
Mr. Tebbs is in Detroit at present.

WENZEL FLOORS

Johns-Manville Asphalt Tile
Magnesite Composition
Rubber Tile — Cork Tile

439 Penobscot Bldg.

RAndolph 5500



Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

Make This Store Your HEADQUARTERS FOR

- *Keuffel & Esser Drafting Supplies
- *Office Furniture
- *Hamilton Drafting Boards
- *Office Supplies
- *Printing & Engraving

In fact, no matter what you need in drafting room or office supplies or equipment, Gregory, Mayer & Thom can be of service to you quickly and economically. Visit us and see what's new for your business.

GREGORY MAYER & THOM CO.

Cadillac Square . . Detroit

234 S. Capitol . . Lansing

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

INSULATION INDUSTRIES INCORPORATED
Hogarth 8978
Meyers Road
at Lyndon

ACME METALON COMPANY

Manufacturers of

METALON

THE METALIZED BUILDING UNIT

9630-9690 Greeley Ave.

Detroit, Mich.

Longfellow 5770-1-2-3



New!

GENERAL ELECTRIC ELECTRIC SINK

WASHES THE DISHES
DISPOSES OF GARBAGE
ELECTRICALLY!

- * ENDS DISHWASHING DRUDGERY
- * ENDS MESSY ACCUMULATION OF GARBAGE
- * EASY TO BUY AND TO INSTALL

For Further Details Call or Write
Kitchen Planning Department

GENERAL  ELECTRIC
SUPPLY CORP.

2985 E. Jefferson

Fitzroy 5806

Detroit

REAL

BLOCK

QUALITY
CONCRETE
BUILDING
TYler 4-1711 UNITS
CONCRETE BLOCK
& PRODUCTS CO.
5740 Martin Ave.

W. J. PHILIPS CO., INC.

Plumbing, Heating, Ventilating, Power
Piping and Sprinkler Systems

1165 W. Warren Avenue
TEmpLe 1-3690 Detroit, Mich.

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VINewood 1-2090

GLANZ & KILLIAN CO.
CONTRACTORS

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave. TEmpLe 1-7820

F. H. Martin
Construction Co.

955 E. Jefferson Ave. CADillac 4890

DETROIT, MICHIGAN

H. H. DICKINSON COMPANY
5785 Hamilton Ave. MADison 4950
COMPLETE BUILDERS SUPPLIES
Armored Concrete Curbing
Master Builders Products
Heatilators Asphalts

PATRONIZE OUR ADVERTISERS

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

Ralph Alfes

Erwin Alfes

CONRAD KELLER CO.
GENERAL BUILDERS

Carpentry — Repairs
Maintenance — Alterations

4628 Moran St. IVanhoe 4343

Every Architect Requires
Expert Sign Advice

Call us When You Have a Creative
Art or Engineering Problem.

WALKER & Co.

NEON & ELECTRICAL SIGNS
88 CUSTER AVE.

... now is the time to build

the ALL ELECTRIC Home!

It is the only house you can design today,
fully assured that its value and usefulness will
endure for years to come.

Because an All-Electric Home will not be-
come out-of-date in a few years, it attracts
the home-builder or buyer who wants to pro-
tect his investment. You can offer him a more
comfortable and healthful home with these All-
Electric features:

1. Approved Wiring
2. Approved Lighting
3. All-Electric Kitchen
4. Year-Round Air Conditioning

... and at low cost. ALL of its electrical
equipment can be operated at a surprisingly
small cost. The equipment is available for
small homes, and first cost is low.

Wiring the All-Electric Home calls for com-
petent technical advice. A new eighty-page
book entitled "Handbook of Interior Wiring
Design" will be sent to any architect on re-
quest. For a copy, or for assistance in your
planning, call RANDolph 2100, ask for the
Lighting Division.

THE DETROIT EDISON COMPANY

B

SPECIFY
NON-STICK WINDOWS

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES
• SASH WATERPROOFED

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

(Listed in Sweet's Catalog)

JOHN H. FREEMAN

FINE HARDWARE
PROPERLY SUPERVISED

Architects' Bldg. TEmple 1-6760

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR
RAndolph 4162 R. O. 3480 Ann Arbor 23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAdison 0810

Architects!

... for

LOW COST maintenance-free
floors, specify ASPHALT TILE
Floor covering. We carry a
complete line of asphalt tiles
in marble designs, and plain
colors.

Call RAndolph 2400
Extension 183

CROWLEY MILNER'S

CONTRACT SALES DEPT.

... and one of our flooring specialists
will gladly contact you.

TAYLOR & GASKIN

INC.

Fabricators of

JUNIOR BEAM FLOORS
FOR RESIDENCES
REINFORCING STEEL
STRUCTURAL STEEL
and
MISCELLANEOUS IRON

3105 Beaufait Ave.

Detroit

PLaza 2350

PAINTS *for Every* ARCHITECTURAL NEED

Wall Sealer
No. 30 Wall Sheen
Stippling Flats

Enamels
Chemiseal Floor Paint
Cement Paints

Duray Wallpaper
Texolite
Weatherbest
Shingle Stains

PAINT STORES, Inc.

FLINT
MIDLAND

8780 GRAND RIVER—TYLER 4-1133
Paint Specialists

SAGINAW
LANSING

The Octagon,
1741 New York Ave.,
Washington, D.C.

file

341

WEEKLY BULLETIN



MICHIGAN SOCIETY OF ARCHITECTS

Officers

KENNETH C. BLACK, President
ROBERT B. FRANTZ, 1st V-Pres.
GEORGE F. DIEHL, 2nd V-Pres.
LEWIS J. SARVIS, 3rd V-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
Cherry 7660

•
Business Manager
E. B. FAUQUIER

Directors

ROGER ALLEN
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
EMIL LORCH
GEORGE M. McCONKEY
ANDREW R. MORISON

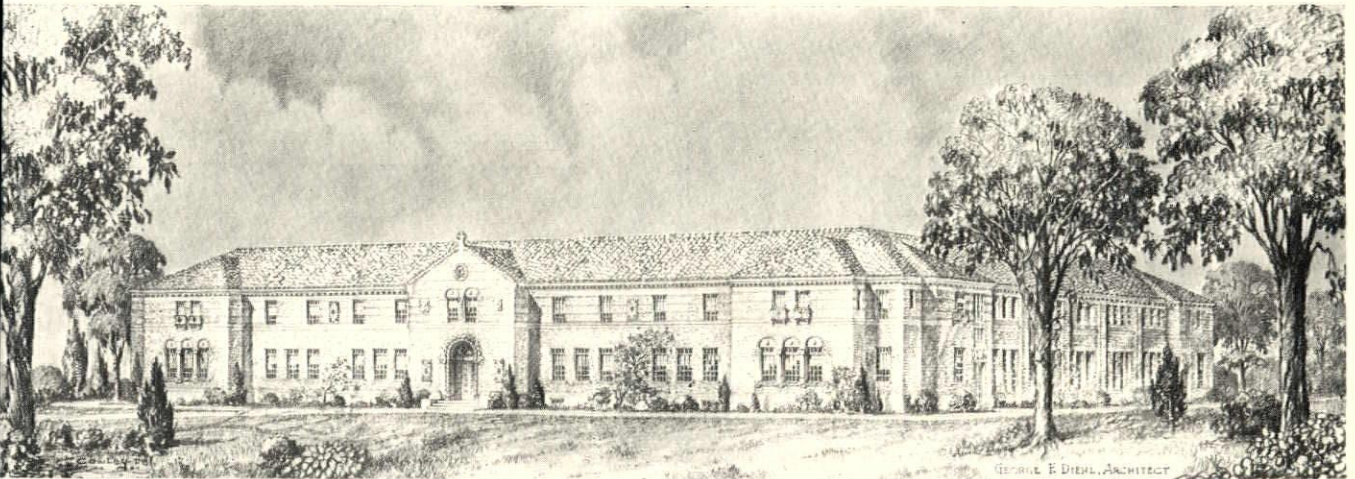
Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit Mich., under the act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00)

Volume 12

DETROIT, MICH., JULY 12, 1938

No. 28

ST. SYLVESTER'S MONASTERY



George F. Diehl is the architect for this monastery now under construction on Southfield Road between McNichols Road and Outer Drive. It is the first American monastery of the Sylverstrine Congregation of the Benedictines. The Rev. Father Leo J. Chapman, dean of Western Detroit, officiated at the recent corner stone laying.

Of modern fireproof construction, the building will be in the early Italian style and will be executed in brown and red brick. Stone used in the construction will be imported from St. Meinrad's, Ind., where the monks of St. Meinrad's Abbey, the American mother house of another branch of the Benedictine Order, own and operate a quarry.

Over the entrance there will be a carved symbolic ornament depicting St. Benedict bestowing his rule on St. Sylvester, Abbot, with St. Scholastica, the sister of St. Benedict, in attendance. Two hand-wrought metal grilles will cover the small windows flanking the entrance.

The front or south wing, which is now under construction, will be large enough to care for present requirements but ultimately will be used only for administration purposes. The east and west wings of the buildings will house classrooms, libraries, assembly halls, refectories and a kitchen on the first floors, with students' and novices' dormitories on the second floors.

A chapel will be built into the north wing, part of which will be open to the laity, another part to

members of the order. The sisters, whose convent will be located to the north of the monastery, will be admitted to the chapel's transept.

The altar of the church will be located at the center of the chapel, which will enable all to worship at the same time. There will be a baldachino over the altar, over which, it is planned, a large tower will rise.

LUNCHEON SCHEDULE CHANGED

Next Luncheon Wednesday, July 13

FAMOUS ITALIAN CAFE

2224 Woodward Ave. (2nd Floor)
Opposite Fox Theatre

The Architects'-Building Industry Lunches, heretofore held weekly, will, during the summer months, be held less frequently, and only as announced—perhaps every other week.

REAL

BLOCK

QUALITY
CONCRETE
BUILDING
 Tyler 4-1711 **UNITS**
CONCRETE BLOCK
& PRODUCTS CO.
 5740 Martin Ave.

FREDERIC B. STEVENS, INC.
 Face Brick, Enameled Brick, Roofing and
 Floor Tile, Glazed Brick and Tile
 Representatives for
FEDERAL SEABOARD TERRA COTTA
 Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

JOHN H. FREEMAN

HARDWARE
PROPERLY SUPERVISED

Architects' Bldg.

TEmple 1-6760

For
BETTER BUILT HOMES
 Use Dwight's **"PRE-SHRUNK"** Lumber
DWIGHT LUMBER CO.
VInewood 2-4500

PUNCH & JUDY THEATRE

Kercheval at Fisher Road **Nlagara 3898**

THURSDAY and FRIDAY JULY 14-15

Kay Francis — Pat O'Brien
"WOMEN ARE LIKE THAT"

SATURDAY JULY 16

11:00 P. M. Jackie Cooper
"BOY OF THE STREETS"

Peter Lorre
"MR. MOTO'S GAMBLE"

SUNDAY, MONDAY, TUESDAY JULY 17-18-19

Tommy Kelly
"THE ADVENTURE OF TOM SAWYER"

FOX THEATRE

SCREEN PRESENTATION

DANIELLE DARRIEUX, World Famous
 Parisian Star

IN

"THE RAGE OF PARIS"

With Douglas Fairbanks, Jr., Mischa Auer and
 Helen Broderick

STAGE

GENE KRUPA, formerly Benny GOODMAN'S
 ace drummer and his orchestra. In addition to
 Krupa's orchestra the show includes the portly
 Peters sisters, sepiá vocalists: Louis Da Pron,
 dancing star and the Nelson Marionettes.

"Standard"
PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

*"Bring Your Clients to Our
 Display Rooms"*

TURNER-BROOKS, Inc.

*Contractors and Designers of Resilient
 Flooring*

LASTIC VENEERS MARSHWALL TILE

PARKAY WOOD FLOORING

RUGS LINOLEUM CARPETS

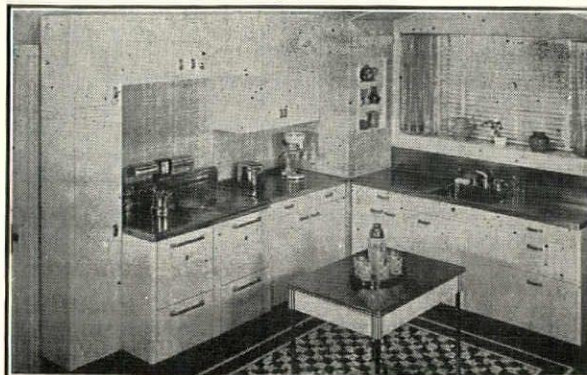
9910 Dexter Blvd. TOWnsend 8-1020

MONEL-METAL STORE
 (Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
 and
 Cabinet Tops

Whitehead Auto-
 matic Water
 Heaters

Wood Cabinets
 Electric Dishwashers
 Ranges and
 Refrigerators



Use Our Kitchen
 Planning Service

Whitehead Steel
 Kitchen Cabinets

Open 8:30 to 5:30
 Any Time by
 Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

THE AMERICAN INSTITUTE OF ARCHITECTS AND ITS RELATION TO THE PUBLIC

Address by Arthur Loomis Harmon, president of the New York Chapter, American Institute of Architects, presented before the annual luncheon of the Alumni Federation of Columbia University, February 12.

When Dean Arnaud asked me to make some of the remarks today, I told him that I would love to air some of my yet unpropounded ideas on education. The subject allotted to me is "The American Institute of Architects and Its Relation to the Public."

For the benefit of the public, some definition of the A. I. A. would seem to be desirable. It was founded in 1857. It has some seventy Chapters throughout the states. Its members are architects, all practicing, or wanting to practice, except occasional editors and educators who are retained because of their superior intelligence, evidenced by their having lifted themselves from the slough of despond out on to the banks. The banks carry everything these days.

The Chapters are united and guided by a governing Board of Directors with offices in Washington. Yearly conventions elect officers, air out the Chapters and determine policies, which are interpreted by the Board, and sometimes interrupted by the Chapters. So far the Chapters have not required the services of a Supreme Court.

The oratorical body is known in the building industry as "The Institute." The Chapters as such and such Chapter of the American Institute of Architects, or the A. I. A.

The growth of the profession is inseparable from that of the Institute which has been, during its existence, its nerve center. It is the only national body of the profession, and its Chapters continue to be the most authoritative voice in their communities. In this Chapter, we prefer to work with all the other architectural groups for the profession as a whole. It is a "good neighbor" attitude, but it is also good business.

The public is the n^{th} power of the 1st person singular which is 3rd person plural. For the A. I. A., this means in its larger sense all of the people who live, work, play and suffer between four walls. For the individual member, it is in particular the client, if he has one. These are the boundaries of the relations of the A. I. A. and the public.

The Institute, unless it had at its command the lion's share of all its members' income each year, could not hope to make an appeal to its mass public, even though it might be planning to affect it. Its contacts are those with other societies, with governmental departments and in particular through items in the press.

The chief direct impress on the public comes, I think, through the aggregate of personal contacts with Institute members.

Here the Institute presents itself to the client in the form of documents—contract forms, codes, programmes for competitions, schedules of charges, etc. And I may add that every architect who waves the schedule of charges is not a native of the A. I. A. When I say waves, I mean "W-A-V-E-S." It may also be done with an "i." It is unfortunate that this schedule is that evidence of Institute activity which impinges itself most acutely, even painfully, upon the client's attention and makes him prone to assume that the Institute is merely the defender of the fees. It is not, and it could not survive on that basis alone.

Unfortunately, the individual dweller within four walls hears little and knows less of the public services which the Institute renders in the public interest.

First, there is its work among its members and the profession as a whole which, bit by bit, has

done much to raise ethical, structural and aesthetic standards and to develop fair, efficient business-like procedure in architectural offices.

The attitude of the business man has been apt to be that the architect must be an artist because he is certainly no business man. And some architects are inclined to take this as a compliment. I remember one considerable employer of architects asking me about a fellow practitioner and answering himself with the remark, "I guess he is a regular architect, he carries a cane."

Registration of architects is a considerable protection to the public in safety and competence; it was fostered largely by the A. I. A. The rewriting of building codes is another example. For the new New York City Building Code some forty architect positions on committees required innumerable hours. Hardly a zoning law is drafted without the gratuitous services of one or more architects. You all know what a boon these have been, particularly in suburban communities.

Such work, better education, fairer competitions, housing and other activities represent the extent of our relations to the public, and for all of them the architect workers are drawn principally from our Institute members.

It must be so. An architect individually can not do these things. There must be some organization to draw from and so the A.I.A. naturally receives a large proportion of those men of the profession who are possessed of a community spirit and a willingness to serve through their profession. Theodore Roosevelt remarked that that was the proper place for a professional man to make himself useful.

Every such effort which is of benefit to the public is an act of intelligent self-interest, whether the human motif is vanity or pure sacrifice. As you know, an operation to separate these motives almost always kills the patient.

As a gauge to any Chapter activities and its public relations, may I illustrate from the New York Chapter? In it there are, in addition to its executive committee, twenty-four other committees. Three of these deal solely with education. Nine concern themselves with Chapter operation. The remaining twelve are definitely committees formed to meet questions of public relations. This Chapter has some 140 unpaid jobs for members. Of course, none of the committees listed as having public relations could function without the other operating committees.

The national Institute has about forty-five committees in all. Of these fourteen are definitely for Institute operation, some eight or so are not readily classified, and about twenty-three are concerned with public relations in some form or other. All these committees create over 600 positions—including state representatives—filled by members of the profession throughout the country.

I have cited the Institute's twenty-three committees concerned with public relations. A few examples taken from these will help to illustrate the range of objectives. The Committee on Structural Serv-

ice is continually engaged in the consideration of better and cheaper methods of construction. The Committee on the Preservation of Historic Monuments is active wherever buildings of historic or artistic value need preservation or restoration. The National Capital Committee has over a period of years done battle again and again in defense of the L'Enfant Plan for Washington. Once it needed such aid badly; today it is recognized and admired. The Industrial Relations Committee is a harmonizing influence in the constant battle between the contractor and the employees. The Small House Committees in the Institute and Chapters are endeavoring manfully to find some solution so that the builder of a low-cost home can have competent architectural advice.

There are those occasions when one wonders what use it all is anyway, when it would be a consolation to feel with the dealer who lost money on each machine he sold, that there must be a profit somewhere due to the increased volume of business. So I am glad to have been asked to think about it enough to convince myself at least that the American Institute of Architects is the profession's public relations counsel, and that it does a successful piece of work.

LE TOURNEAU PRE-FABRICATED HOUSE

Peoria's Contribution to Prefabrication

The steel houses now being completed by R. G. Le Tourneau Inc. of Peoria bear the stamp of the singular genius of Mr. R. G. Le Tourneau, founder of the concern, and cannot be properly understood without some comprehension of the background for which and by which they are made. For the completed houses are for rent to company employees only. None has been sold, or will be sold, until certain obstacles outlined below have been overcome.

R. G. Le Tourneau is an ardent evangelistic Christian of unquestioned sincerity, and his plant reflects a guild spirit rather than the monotonous regimentation of line production for which modern industry is so frequently criticized. The gargantuan grading equipment and cranes produced by the plant were all contrived and perfected by Mr. Le Tourneau and his aides out of steel by the technique of welding. The plant is a guild of breezy, energetic, impatient craftsmen, whose tools are electric arcs and acetylene torches. They work in steel with the easy familiarity of carpenters working in wood. Evangelistic meetings are frequently held in the plant, sometimes during working hours, and one has the feeling that everyone in the plant and offices is a member of the same family.

When Mr. Le Tourneau moved an important branch of his plant to Peoria from California a few years ago, it was natural for him to think of providing houses for his co-workers, and also natural that the houses should be of steel, welded by the men themselves.

The first house was a "model house" of five rooms and bath with built-in garage, all arranged within a rectangular plan 44 by 32 feet, built like a steel shoe box with large hasps projecting from roof and sides for lifting. It weighs 41 tons, but Le Tourneau has made a crane which lifts it, and a sixteen-wheeled trailer on which it can be pulled over the roads by a one and one-half ton truck, provided permission can be obtained.

For demonstration purposes arrangements were made for moving this house to a city lot. Utility connections were to be made and within a few hours the house was to be ready for occupancy. News-reel cameramen, however, were satisfied with pictures showing the house being pulled on the trailer and the plan was not carried further. No footings or

foundations are considered necessary, as the entire structure is rigid. It is also water tight on the bottom, all joints being welded, and the company has announced the intention of floating some of these houses across the Illinois River to a tract of land there owned by Mr. Le Tourneau. This project has been postponed.

More recently a tract of land adjoining the plant was purchased and about ten of these houses stand in this development now, in various stages of completion. These are chiefly three-room houses.

All construction of the enclosure is done within the plant, and the floor is built first. It is a rigid platform made bottom side up out of ¼-inch steel plates, junior beams and channels, all welded together. A second layer of plates is welded to the bottoms of the beams, after fitting soil and supply pipes, and the space between filled with rock wool blown in by a special machine contrived by Le Tourneau. A crane removes the floor, and the roof is then constructed in a similar manner.

Wall panels 46-inches wide are constructed by joining two ¼-inch steel plates with welded spacers to keep them 4 inches apart. There are three interior rows of these spacers and lacing around the edges of the panels, but the cross-section area of spacers is kept as small as possible in the hope of minimizing the heat loss through conductance. The panels, like the floors and ceilings, are blown full of rock wool, and are welded continuously to one another to form the walls. These in turn are welded solid to floor and ceiling. Interior walls are made like exterior walls, and welded in place. The wall and ceiling sheets are now formed with indented panels to minimize the warping caused by welding. Light-section steel sash of standard make were formerly welded solid to the walls, but are now set in mastic. Doors are wood.

All steel surfaces are primed, whether concealed or exposed, and copper-bearing steel is used, but it is admitted that the copper-bearing steel has very little rust-resisting property and painting is mandatory. The present exterior finish on the new houses is lead and oil, of a reddish brown color with some sand thrown in for texture. Interior finish is the same. Floors of kitchens and baths are covered with linoleum; other floors have steel exposed. Roofs are covered with a single coat of asphaltic paint. Even the chimneys are steel.

The exhibition house has what is called "air conditioning," but the only refrigerant is well water run through a radiator from the Caterpillar Company, with a simple fan and duct system. Some of the houses now occupied have a bedding of straw on the roofs, possibly indicating the desirability of a lower conductance factor there.

Heating in the smaller houses is arranged by setting a simple stove on the steel floor of the living room. In the demonstration house a standard type warm-air furnace and blower have been located in the garage and a two-ton coal bin is built in to feed the stoker.

In plan the houses are somewhat unusual, and at least one feature of the standard plan was voted on by Le Tourneau employees. In the demonstration house every room, including the garage, opens off the kitchen. There are no passages or circulations. In one of the smaller houses, the bedroom is shown as optional, and the standard arrangement shows a "rolling bed" in the bath room, the other rooms being living room and kitchen. In practice, however, bedrooms are partitioned off from the living room and the bed stands in its traditional place.

None of the men working on the houses is required to belong to a building trades union and the workmanship, while more than adequate for heavy-duty grading equipment, leaves something to be desired in the houses. Floors are solid, but not always flat. Welds in wall sections are occasionally

ragged, and the ensemble presents a somewhat homemade appearance. All paint is sprayed.

These houses are not cheap, of course, and although building permits issued for the recent houses stated their cost at \$2,500 officials indicated they could not hope to build them for sale at or near that price. The house is said to be in the experimental stage, and the company does not wish to be quoted as to the possible retail sale price, but at present one would guess that \$5,000 would be rock bottom.

Rents asked tend to bear out this guess. In March 1937, two-room houses rented for \$32.50, three-room at \$35.00, five-room and garage at \$60.00 per month, including water, electric range and electric water heater, linoleum floors in baths and kitchens, but without electricity, heat or furniture.

Inquiries from all over the world have been received regarding these houses, although there is no intention of selling them at present. Officials stated they believed it would be feasible to handle large scale industrial housing even in remote localities by shipping parts and assembling them at a temporary field welding plant. Optimism was also expressed about trucking the houses over the roads at night under special permit. Prices would probably have to be higher than those for houses of traditional wood construction, even in completely unionized areas, but company officials emphasize that since there is no sale price at present, all such remarks are conjectural.—Carter Edmund Hewitt, in Illinois Society of Architects.

AMALGAMATION OR WHAT?

Shall there be one national architectural society with branches or chapters and a number of independent state societies or associations? or,

Shall there be two national organizations with branches in many states? or,

Shall there be one national organization with branches and several independent state associations affiliated in some manner with the national organization? or,

Shall there be but one strong national organization with a branch or branches in every state?

The 1937 convention of the A. I. A. directed the appointment of a Committee on State Organization consisting of representatives of the Institute and the several state societies or associations. John R. Fugard of Chicago is Chairman.

This action by the convention is the culmination of efforts by the Institute and state associations through years to find a plan for unifying or consolidating the profession.

The Committee on State Organization has received a number of suggested solutions. These are in general agreement on some of the reasons for unrest and the problems confronting the profession. They can be briefly stated to be, according to these suggestions: Competition on the part of the Federal Government and unprofessional sources; "waning popularity" of the profession; unethical practice of members of the profession; and general dearth of business due to the above reasons and to the lack of appreciation of the value of professional architectural service.

The cure for these ills is said to lie in aggressive action through organized effort.

The aggressive action proposed should be affected through salaried officers devoting their efforts to advancing the interests of the profession in various ways. Out of the suggestions already made and more to follow, it is hoped may develop an effective plan of unity.

The old axiom "in unity there is strength" is applicable here if anywhere. One strong organization

can achieve results where a number of weaker ones dissipate their efforts in vain hopes of achieving an ideal.

The suggested solutions state the cause for the creation of independent state societies is the Institute's lack of interest in the business side of architectural practice and lack of initiative in advancing state legislation. There may have been a time when this criticism applied, but the record of the Institute in recent years and the cordial relationship now existing between state societies and Chapters give hope that the time may be ripe for an amalgamation.

It is timely to remind the profession that many of its difficulties would soon vanish if each individual were fully conscious of his own responsibilities, and that those of the profession who have achieved distinction and success have earned it largely through competent and worthy service.

Efficient organization can do much, but it cannot of itself cure the ills or solve the problems of its individual members.—Illinois Society of Architects Monthly Bulletin.

ARCHITECTS REPORTS

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750.

800-seat Crystal theatre, Enameled metal and face brk. front, cinder blk. interior, steam heat, vent., air cond., bids closed. Location: Mich. and 31st St. Held over temporarily.

1000-seat Life Theatre, Cor. Woodward and Montcalm. Enameled metal and Vitrolite front. Cinder blk. and accoustical plaster interior. Steam heat, vent. and air cond. Revised figures taken.

1200-seat Harbor theatre, 3 shops, suburban Det., Enameled metal and face brk. exterior; cinder blk. & accoustical plaster interior. Steam heat, vent., and air cond. Bids closed. Held up temporarily.

Fig. taken on alt. to Henry Ford School, Dearborn.

DIEHL, GEO., 120 Madison, CHerry 7268.

Convent, Jesu Parish. Figures close July 15th.

DESROSIERS, ARTHUR, 1414 Maccabees Bldg., CO. 2178.

Church, Allenton, Mich., Fig. closed.

Church, Benton Harbor, Mich., figures closed June 26.

Prep. plans for church, St. Nicolas Parish, Detroit, Ready about July 10 for figures.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian Bldg., CA. 3175.

Prep. drgs. on Pontiac State Hospital.

GIFFELS & VALLET, Inc., 1000 Marquette Building,

Prep. plans supstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact., Name withheld.

KEYES, HUGH T., 747 Free Press Bldg., RA. 7415.

Res., John Owen, Grosse Pte., contract let to Richard C. Schultz & Son.

MASON, GEO. D. & CO., 408 Griswold, RA. 7850.

Prep. plans 6th Church of Christ Scientist, Manistique and Kercheval.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, 7 bldgs., W.K. Kellogg Found. Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 8-7122.

Prep. plans, 2-story store & office bldg., Dearborn, 40x70. 2-story Veterans Home Alt. and addn., Vocational School.

Prep. plans, 50-bed hospital, contagious diseases, Administration Bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941.

Prep. plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

MALCOLMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Prep. drgs. on add. to David MacKenzie High School. Auditorium, Class room wing, health unit.

MARR, RICHARD, 415 Brainard, TE. 1-6860.

Fig. on 12-rm. Res. Lakepointe, G. P. Pk. closed.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT**Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.****Directors: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Gieseke; Vern Taylor; Paul Sutherland. Edwin J. Brunner, secretary.****439 Penobscot Bldg., RAndolph 5500****Edited by E. J. Brunner****CLINTON VALLEY****July 19***The Mid-Summer Event With a Thrill***G O L F****Architects', Builders' and Traders' Outing****- AND -****Big Industry Golf Banquet****GOLF—PRIZES—DINNER
\$3.00**

Tee off—1.00 on
 Locker room huddles—3.00 on
 Non golfers conferences—2.00 on
 Settle nations problems by—6.00
 Settle industrys problems—never
 Dinner first call—7.00
 Dinner second shout—7.30
 Prizes announced—9.15

*You will want to be there.**You will want to bring friends.**You will want a good hot dinner.*

THEREFORE MAKE RESERVATIONS FOR YOUR PARTY.
 MAKE THESE AT LATEST BY TEN A. M. DAY OF OUTING

Call RAndolph 5500 for res.

To reach Clinton Valley Country Club,
 drive Van Dyke to Utica Road and turn
 right to club; or drive Schoenherr to
 Utica and turn left to club.

CLASSIFIED BUILDING TRADES**GENERAL CONTRACTORS****GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.****IRONITE WATERPROOFING AND RESTO-CRETE****WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.****LUMBER DEALERS****DETROIT LUMBER CO.—5601 W. Jefferson Ave., VInewood 1-2090.****HURD LUMBER CO.—6425 W. Ver-nor Highway, VInewood 1-4120.****C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FItzroy 3390. Established 1864.****BRAUN LUMBER CORP.—TO. 8-0320 Davison Avenue & Grand Trunk R.R. Jefferson Avenue Yards—Pontiac.****O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.****RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.****F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FItzroy 5100.****WALLICH LUMBER CO.—3741 St. Aubin Ave., TEmples 2-6660.**

WEEKLY BULLETIN

The Duke and Duchess of Windsor are house hunting. They have found two chateaux that would be exteriorally, architecturally satisfactory enough—the Chateau de Gros-Bois and the Chateau de Wideville; but zounds! neither one is fit to care for the ducal friends over night.

Required are eight master bedrooms, each with private bath, and there must be a satisfactory golf course not far from the house. Now where in Europe can His Highness find all this outside of England?

The solution of his problem lies in America—in the Middle West. The North Shore adjacent to Chicago offers excellent sites, golf clubs abound, or if he must have a course all his own, there is plenty of land in the Skokie to be had. And as to a charming house with eight master bedrooms each with private bath—why, architects to plan that and more are so plentiful that he will require a fly-swatter to prevent their clogging His Highness' approach.—Illinois Society of Architects Monthly Bulletin.

Recommend "STANDARD ACCIDENT"
Surety BONDS and be SURE

Standard Accident Insurance

Company
DETROIT MICHIGAN
A. A. CLARK, Manager Bonding Department
Detroit Branch Office
640 Temple Avenue Temple 1-9100

F. H. Martin Construction Co.

955 E. Jefferson Ave. CADillac 4890
DETROIT, MICHIGAN

WENZEL FLOORS

Johns-Manville Asphalt Tile
Magnesite Composition
Rubber Tile—Cork Tile

439 Penobscot Bldg.

RANDOLPH 5500

BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the
White Sands of
Lake Michigan.
Lighter in weight
and color.

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

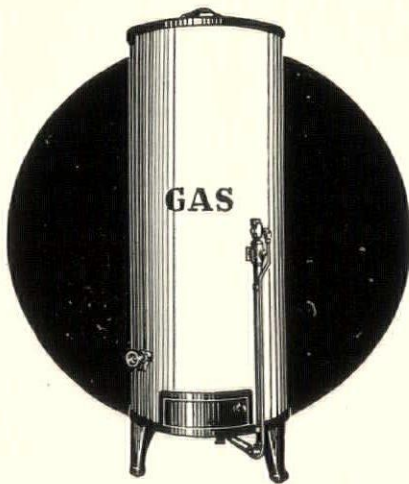
Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

INSULATION INDUSTRIES
INCORPORATED
Hogarth 8978
Meyers Road
at Lyndon

ACME CUT STONE CO.

9630-9690 Greeley Ave. Detroit, Mich.
Longfellow 5770-1-2-3

Finest water heating fuel! GAS



There's no other water heating system as attractive to home planners and home buyers as automatic gas water heating. It's *completely* automatic, maintaining an ample and unfailing supply of hot water economically ready for use at any hour of the day or night. And gas water heaters are economical.

Complete information on gas for water heating—types of equipment and installation—as well as particulars on all other modern gas services is yours for the asking at the Gas Company.

DETROIT CITY GAS CO.

Clifford at Bagley
BOULEVARD—General Motors Bldg.
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500
WYANDOTTE—3013 Biddle
DEARBORN—22113 Michigan

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave.

VInewood 1-2090

THE SUPREME COURT OF BUILDING SPEAKS ON Improved Balsam-Wool



THE ARCHITECT—"With Balsam-Wool's factory controlled density and thickness, proved moisture barrier, definite air spaces and positive application, my clients are assured of permanently efficient insulation—no job skimping, no sagging or settling. I know from experience that Balsam-Wool will outperform its calculated efficiency rating."

THE CONTRACTOR

"I will save the owner 50% of the application costs because of the new Spacer Flange*. With the fibre cleats and flange, I'll give a better, neater,



more efficient job for less money. The guideline on studs will please the lather—keep costs down. I'll get more and better jobs. Satisfied owners will recommend my work to their friends"

THE OWNER—"I'll get a better job of insulation for from 10% to 15% less money—a job that will be as efficient in fuel saving and summer comfort when my grandchildren use the house, as today. My architect has shown me why Balsam-Wool, at a lower cost, prepares my house for air-conditioning if and when I want it."



A better insulation—at a substantially lower cost—that, in a nutshell, is why new improved Balsam-Wool is striding ahead to new leadership. Let us give you complete details.

WOOD CONVERSION COMPANY

Room 185-7, First Nat'l Bank Bldg., St. Paul, Minn.

*Patent Pending



PRODUCTS OF WEYERHAEUSER
BALSAM-WOOL NU-WOOD

PATRONIZE OUR ADVERTISERS

KOLOR-TRIM MOLDINGS, NEW WAINSCOT BY WOOD CONVERSION COMPANY

An entirely new idea in the treatment of insulating interior finish has just been announced by the Wood Conversion Company. In addition to standard Nu-Wood Moldings, Kolor-Trim pre-decorated wood moldings have been introduced to achieve special color effects and treatments with Nu-Wood Interior Finish.

These Moldings, available in three patterns (Cove, Bead and Chair Rail) and in a variety of glossy enameled colors, take the place of ordinary trim. They are so designed that each pattern can serve several purposes. Chair Rail, for instance, can be used as such, as a picture molding, base, for window and door trim, and so on.

With Kolor-Trim Bead Moldings there is no problem of joint treatment. Joints are made a part of the interior design, covered with one of the contrasting colored moldings. The same pattern can be used to carry out any desired design where joints do not occur. Kolor-Trim Moldings, being economically priced, may be used in groups and in combinations to achieve amazingly attractive effects to harmonize with the warm shades of Nu-Wood. To assure complete Color Harmony and true design, both colors and patterns have been especially developed by nationally known authorities.

Also announced was a new Nu-Wood Wainscot which, too, has been developed in color and texture to harmonize with Nu-Wood Tile, Plank and Board. It is mahogany brown in color with a rough grained surface. The material is surface hardened for use on wall areas which must stand abuse. This new Wainscot offers a pleasing contrast when used with Nu-Wood products.

P. A. Ward, General Sales Manager of Wood Conversion Company, when announcing these new products said, "Architects, Contractors, Dealers and Interior Designers have welcomed Kolor-Trim Moldings enthusiastically. With this material it is now possible to buy the complete interior finish job from the lumber dealer—Nu-Wood Tile, Plank and Wainscot for walls and ceilings, and Kolor-Trim to complete the job, with every assurance of perfect harmony of colors, approved by architectural and color authorities. The carpenter puts up the complete job. No additional painting or decorating is necessary. The new moldings result in a more economical application of Nu-Wood Interiors—also in brighter, more colorful, harmonizing interior finish treatments."



New!

GENERAL ELECTRIC ELECTRIC SINK

WASHES THE DISHES
DISPOSES OF GARBAGE
ELECTRICALLY!

- * ENDS DISHWASHING DRUDGERY
- * ENDS MESSY ACCUMULATION OF GARBAGE
- * EASY TO BUY AND TO INSTALL

For Further Details Call or Write
Kitchen Planning Department

GENERAL  ELECTRIC
SUPPLY CORP.

2985 E. Jefferson

Flitzroy 5800

Detroit

**GOOD
HARDWARE FOR OVER 50 YEARS**

RAYL'S
1233 Griswold Street

NELSON COMPANY
DETROIT — ROYAL OAK — ANN ARBOR
Randolph 4162 R. O. 3480 Ann Arbor 23701
WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

Ralph Alfes Erwin Alfes
CONRAD KELLER CO.
GENERAL BUILDERS
Carpentry — Repairs
Maintenance — Alterations
4628 Moran St. IVanhoe 4343

O. W. BURKE COMPANY
GENERAL CONTRACTORS
FISHER BUILDING
Detroit, Mich.
MAdison 0810

Architects!

... for
LOW COST maintenance-free
floors, specify ASPHALT TILE
Floor covering. We carry a
complete line of asphalt tiles
in marble designs, and plain
colors.

Call RAndolph 2400
Extension 183

**CROWLEY
MILNER'S
CONTRACT SALES DEPT.**

... and one of our flooring specialists
will gladly contact you.

SCHROEDER PAINT & GLASS COMPANY

POLISHED PLATE AND WINDOW GLASS
PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MAdison 3500

Detroit, Mich.

PAINTS *for Every* **ARCHITECTURAL NEED**

Wall Sealer
No. 30 Wall Sheen
Stippling Flats

Enamels
Chemiseal Floor Paint
Cement Paints

Duray Wallpaper
Texolite
Weatherbest
Shingle Stains

PAINT STORES, Inc.

FLINT
MIDLAND

8780 GRAND RIVER—TYLER 4-1133
Paint Specialists

SAGINAW
LANSING

W. J. PHILIPS CO., INC.

Plumbing, Heating, Ventilating, Power
Piping and Sprinkler Systems

1165 W. Warren Avenue

TEmpLe 1-3690

Detroit, Mich.

**CINDER
BLOCK
INC.**

HOgarth 1140

**Cinder
Concrete Block**

The complete Ma-
sonry Unit for all
types of building con-
struction.

**GLANZ & KILLIAN CO.
CONTRACTORS**

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmpLe 1-7820

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing
Master Builders Products

Heatilators

Asphalts

**Every Architect Requires
Expert Sign Advice**

Call us When You Have a Creative
Art or Engineering Problem.

WALKER & Co.

NEON & ELECTRICAL SIGNS
88 CUSTER AVE.

PATRONIZE OUR ADVERTISERS

**Glass Block**

STOPS HEAT * ADMITS LIGHT

CADILLAC GLASS CO.

2570 Hart Ave.

Detroit

PHONE LEnox 4940

**TAYLOR &
GASKIN**

INC.

Fabricators of

JUNIOR BEAM FLOORS
FOR RESIDENCES
REINFORCING STEEL
STRUCTURAL STEEL

and

MISCELLANEOUS IRON

3105 Beaufait Ave.

Detroit

PLaza 2350

**SPECIFY
NON-STICK WINDOWS**

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES
• SASH WATERPROOFED

(Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

3-4.1
The Octagon,
1741 New York Ave.,
Washington, D.C.



WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

Officers

KENNETH C. BLACK, President
ROBERT B. FRANTZ, 1st V-Pres.
GEORGE F. DIEHL, 2nd V-Pres.
LEWIS J. SARVIS, 3rd V-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
CHerry 7660

•
Business Manager
E. B. FAUQUIER

Directors

ROGER ALLEN
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
EMIL LORCH
GEORGE M. McCONKEY
ANDREW R. MORISON

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit Mich., under the act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00)

Volume 12

DETROIT, MICHIGAN, JULY 19, 1938

No. 29

REPORT OF THE COMMITTEE ON STATE ORGANIZATION

JOHN R. FUGARD, Chairman

This report was made to The Board of Directors of The American Institute of Architects, and, at its direction, was submitted to the Seventieth Convention of The Institute, April 19-22, 1938.

The Convention adopted the following resolution:

State Organization.

WHEREAS, The By-laws of The American Institute of Architects states as its object, "To organize and unite in fellowship the architects of the United States of America"; and,

WHEREAS, The unification of the entire architectural profession in a single strong national organization representing numerically the architects of the country is essential; and

WHEREAS, The Institute has always been the leader in professional organization and will continue as such; and

WHEREAS, The present form of affiliation of state societies has not proven itself sufficiently attractive to the state societies; and

WHEREAS, The Institute should relinquish none of its present professional authority, but should aim to increase its prestige by so changing its form as to represent, organize and unite in fellowship all qualified architects; and in order to further the uniting of all unorganized architects into state societies; now, therefore be it

RESOLVED, That the Seventieth Convention of The American Institute of Architects directs The Board to prepare changes in the by-laws and charter of The Institute necessary to create a new office of Director, and to present them to the Seventy-first Convention for adoption. The holder of the new Directorship is to be entitled "State Association Director," whose status shall be similar to that of Regional Director, whose term of office shall be two years, who shall represent the state associations on The Board, who shall be nominated by such associations and elected by the Convention of The Institute.

The Sixty-ninth Convention of The American Institute of Architects in Boston, June, 1937, passed certain resolutions concerning the Unification of Architectural Profession, one of which adopted the recommendations made by the Convention of State Societies held the day previous to the Convention of The Institute.

One recommendation which was put into effect was the formation of the new Institute Committee on State Organization, made up of a Chairman appointed by The President of The Institute, and the rest of the Committee Institute members elected from or appointed by, one from each of all the existing state societies, regardless of whether or not the society was affiliated with The Institute.

The Chairman, John R. Fugard, and two Vice-Chairmen, Messrs. Shreve and Ferenz, were appointed by President Maginnis. Two Societies, those of Washington State and Indiana, appointed non-Institute members, there being no members of The Institute available. Thomas Pym Cope was

appointed Secretary and work was begun. The organization of the Committee took several months and was not complete until the end of October. It is to be regretted that so much valuable time was lost. It was due to the fact that his form of com-

(Continued on Page 5)

LUNCHEON SCHEDULE CHANGED

Next Luncheon Wednesday, July 13

FAMOUS ITALIAN CAFE

2224 Woodward Ave. (2nd Floor)
Opposite Fox Theatre

The Architects'-Building Industry Lunches, heretofore held weekly, will, during the summer months, be held less frequently, and only as announced—perhaps every other week.

QUALITY ALWAYS
GIBALTAR—THE HEAVY DUTY CEMENT FLOOR
PLAIN CEMENT FLOORS

TILING AND TERRAZZO, PLAIN AND DECORATIVE

GIBALTAR

48 STATE FAIR AVENUE WEST
TELEPHONE LONGFELLOW 0044



FLOORS INC.

DETROIT MICH.
TELEPHONE LONGFELLOW 0045

Recommended by the Architects of America

ROBERT W. TEBBS

PHOTOGRAPHER TO
ARCHITECTS AND DECORATORS
Studios: New York and Plainfield, N. J.
BELLE LA ROSE 2627 LAKEWOOD Blvd.
LEnoX 5362
Mr. Tebbs is in Detroit at present.

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and
Floor Tile, Glazed Brick and Tile
Representatives for
FEDERAL SEABOARD TERRA COTTA
Third and Larned Streets
RANDOLPH 5990 DETROIT, MICH.

CINDER BLOCK INC.

HOgarth 1140

Cinder Concrete Block

The complete Ma-
sonry Unit for all
types of building con-
struction.

For

BETTER BUILT HOMES

Use Dwight's "PRE-SHRUNK" Lumber

DWIGHT LUMBER CO.

Vinewood 2-4500

PUNCH & JUDY THEATRE

Kercheval at Fisher Road Niagara 3898

WED., THUR., & FRI. JULY 20-21-22
Victor McLaglen—Brian Donlevy
"BATTLE OF BROADWAY"

SATURDAY JULY 23
Bonita Granville—Dolores Costello
"BELOVED BRAT"

SAT., 11:00 P. M.
Fred McMurray
"EXCLUSIVE"

Sun., Mon., Tues., & Wed., July 24-25-26-27
Gary Cooper—Sigrid Gurie
"THE ADVENTURES OF MARCO POLO"

FOX THEATRE

GRACIE FIELDS — VICTOR MCLAGLEN
BRIAN DONLEVY

in

"We're Going To Be Rich"

STAGE PRESENTATION

BUNNY BERIGAN, trumpet king of swing
and his orchestra, Berigan features his charm-
ing vocalist, Ruth Gaylor; Dick Wharton, song
stylist and cheerful earfulls of swing topped
by his magic trumpet. Other acts include the
Frazee Sisters, and the Three Sophisticated
Ladies, thrilling knockabout comedy trio.

"Standard" PLUMBING FIXTURES

AMERICAN RADIATOR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MADison 4200
801 W. BALTIMORE AT THIRD
"Bring Your Clients to Our
Display Rooms"

TURNER-BROOKS, Inc.

Contractors and Designers of Resilient
Flooring

LASTIC VENEERS MARSHWALL TILE

PARKAY WOOD FLOORING

RUGS LINOLEUM CARPETS

9910 Dexter Blvd. TOWnsend 8-1020

MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
and
Cabinet Tops

Whitehead Auto-
matic Water
Heaters

Wood Cabinets
Electric Dishwashers
Ranges and
Refrigerators



Use Our Kitchen
Planning Service

Whitehead Steel
Kitchen Cabinets

Open 8:30 to 5:30
Any Time by
Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

SAGINAW BUILDERS & TRADERS EXCHANGE ORGANIZED

Representatives of the various branches of the building industry have completed organization of the Saginaw Builders & Traders Exchange.

The temporary board of 25 will elect officers, appoint a secretary-manager and select a downtown location for the bureau. E. B. Reese, Saginaw attorney and former assistant prosecutor, has been selected to draw up articles of incorporation. The Exchange will launch a building drive. Murlin R. Lower, who has been active in organizing the Saginaw bureau, expressed the hope that every division of the building industry will participate in the plan to start a home building boom.

"The Saginaw program has received the indorsement of the Producers' Council, Inc., affiliated with the American Institute of Architects," Mr. Lower said. "The primary objective of the building industry in Saginaw and throughout the nation is to impress upon the public that the home of today is the outstanding value of American history. The first duty of the new Saginaw Exchange will be to convince the people of Saginaw that the public is getting more house for the money than ever before."

MELLOW SOUTHERN GENTLEMAN

A recent visit with E. C. Kemper, Executive Secretary of the American Institute of Architects, emphasized again the fact that he is a person peculiarly fitted for his job. A Mellow Southern Gentleman, he always gives others the credit. He praised the Bulletin and said the Editor must have a real job on his hands, but it is easy to see that his job must be similar though multiplied many times. This he passed by saying that he found architects as an educated group to be very tolerant, but my guess is that E. C. Kemper's tolerance is an important factor.

ALBERT KAHN IN AUGUST FORUM

The Architectural Forum announces for August a Reference Number devoted to the new Industrial Architecture of Albert Kahn.

This exclusive presentation includes detailed photographic studies by Kenneth Hedrich and Robert Damora. For the first time many of the methods originated and perfected by Albert Kahn are publicly disclosed in special data and drawings prepared by the firm's technicians.

Albert Kahn has for years designed industrial buildings for Ford, General Motors and for a large list of other famed clients throughout the world, has played a leading part in developing the new approach to industrial architecture. His recent work for these clients is to be presented in the August Forum.

WOOD CONVERSION CO. ENTERTAINS ARCHITECTS

Architects of Detroit and vicinity were guests of the Wood Conversion Company at a dinner held in the Intercollegiate Alumni Club on Thursday evening, July 7.

A display of the Company's new products was held and, after a delightful dinner, Mr. Phil Berquist, sales supervisor, gave an interesting talk on Balsam-Wool and Mr. W. L. Murphy, Detroit Sales representative of Wood Conversion Company spoke on their new Kolar-Trim mouldings and Nu-Wood tile, plank and Wainscot for walls, as well as sound deadening and acoustical treatment.

Thirty-seven architects were present and a great deal of useful information was gained.

JULY 19, 1938

JENSEN HEADS I. S. A. — ROBERT, CHICAGO CHAPTER

Elmer C. Jensen, well-known Chicago architect, who maintains a summer home at South Haven, Michigan, has just been elected president of the Illinois Society of Architects for the fifth consecutive time. Mr. Jensen is a member of the firm of Mundie, Jensen, Bourke, and Havens of Chicago.

Elmer E. Robert has been elected president of the Chicago Chapter of the American Institute of Architects.

ARCHITECTS CRITICIZE SCHOOLS

Competence of young architects depends more upon individual talent than upon the nature of their training, according to replies to a questionnaire sent to practicing architects of the New York area by the Committee on Education of the New York Chapter of the American Institute of Architects.

The Committee, of which John C. B. Moore is chairman, sought information concerning the capacities of recent graduates of architectural schools as measured by their ability to meet the demands of current office practice.

The largest number of practitioners are engaged in designing small houses—a field in which the greatest number of failures occur, it was found. Undue emphasis on modern architecture was another complaint against the schools, which were also criticised for over stressing the artistic aspects of architecture.

"There was fairly general agreement that cultural background and training in broad principles provided by the best architectural schools give their graduates certain advantages over men without these, at least at the beginning of their practical work," says the Committee's report.

"Several suggestions were received, urging that additional instruction of this type be included in the curricular of the schools. On the other hand, a few comments expressed the opposite view, taking the position that self-trained men were not only better equipped with practical experience, but had greater ability to coordinate all aspects of their profession in practice.

"The great weakness among graduates was uniformly conceded to be lack of practical knowledge, both of detailed information and of procedure and management. Some opinions expressed the criticism that the schools focused too much attention on the artistic aspects of architecture, producing men who were one-sided in this respect, and not infrequently limited in their interest to modern architecture exclusively.

"Some answers criticised the schools for placing too much emphasis on presentation. Other comments, under the heading of defects of training, were inaccuracy, lack of precision, poor workmanship, slowness, poor judgement, inability to plan and organize work, lackadaisical attitude, unrealistic attitude, absence of discipline, and unwillingness to follow orders.

"The greatest points of strength noted were vision, imagination, intelligence, ability to plan, to design, and to make good presentation drawings, good judgement, good taste, impatience with accepted forms, and ambition.

"More design was included among recommendations. The addition of a course in modern poster-art for the benefit of the study of design, color, and lettering, was suggested. Training embracing both school and practical experience on construction jobs was advised.

AWARDS: WHEATON COLLEGE COMPETITION

CONDUCTED BY THE MUSEUM OF MODERN
ART AND THE ARCHITECTURAL FORUM

Local Firms Are Placed

Prize: Richard Bennett and Caleb Hornbostel, New York City.

Placed Second: Walter Gropius and Marcel Breuer, Cambridge, Mass.

Placed Third: Paul Wiener, John W. Stedman, Pierre Bezy, New York City.

Placed Fourth: Alexis Dukelski, New York City.

Placed Fifth: Percival Goodman, New York City.; Lyndon and Smith, Detroit, Mich.; Eero Saarinen, Bloomfield Hills, Mich.

Mention: Robert Green and Gordon Bunshaft, New York City; Carter Edmund Hewitt, Peoria, Ill.; George Howe, Philadelphia; Richard J. Neutra, Los Angeles; G. Holmes Perkins, and Frances W. Hartwell, Boston; John B. Rodgers, William T. Priestley, Jr., Carl F. Brauer, and Robert T. Handren, New York City.

The report of the Jury, biographies of successful competitors, and the premiated designs will be published in the August issue of the Architectural Forum.

AMERICAN GAS ASSOCIATION COMPETITION

CONDUCTED BY THE
ARCHITECTURAL FORUM

Bloomfield Hills Men Winners in First Class

THE WINNERS:

CLASS I. HOME COMPETITION

\$1,000 Prizes: Alden Becker, Los Angeles, Calif.; W. C. Houtz, Arthur McVoy, Leonard Wayman, Bloomfield Hills, Mich.; Clarence W. Jahn, Edwin A. Wagner, Milwaukee, Wis.; John Stenken, Leonia, N. J.

\$300 Prizes: George D. Conner, Washington, D. C.; Frank S. Dougherty, Wilmington, Del.; Henry P. Poli, Mt. Lebanon, Pittsburgh, Pa.; and James J. Stevenson, Pittsburgh, Pa.; Herbert Struppmann, Woodhaven, N. Y.; and Herbert Neumann, Jamaica, N. Y.

\$200 Prizes: Frederick E. Emmons, Jr., and Donn Emmons, Los Angeles, Calif.; J. Herschel Fisher, Austin, Texas; Hays, Simpson and Hunsicker, Cleveland, Ohio; Tallie B. Maule, Sand Springs, Okla.; and George W. Edwards, Oklahoma City, Okla.

CLASS II. HOME COMPETITION

\$1,000 Prizes: Hays, Simpson and Hunsicker, Cleveland, Ohio; Clarence W. Jahn and Edwin A. Wagner, Milwaukee, Wis.; Joseph Shilowitz, Jersey City, N. J.; Hugh Stubbins and Marc Peter, Jr., Boston, Mass.

\$300 Prizes: Stephen J. Alling, New York City; John Hironimus, New York City; R. C. Levanas, Los Angeles, Calif.; Marshall H. Walker, Shreveport, La.

\$200 Prizes: Malcolm P. Cameron, Howard A. Topp, Los Angeles, Calif.; Yukio Kako, Los Angeles, Calif.; Maxwell Arden Norcross, Cleveland, Ohio; Lois Wilson Worley, Norman, Okla.

NEIGHBORHOOD PLANNING COMPETITION

\$1,000 Prize: W. Stuart Thompson, Donal McLaughlin and Joseph Whitney, New York City.

\$500 Prize: George W. Wickstead, Mt. Airy, Philadelphia, Pa.; and R. Andrew Bustard, Collingdale, Pa., and S. Dale Kaufman, Philadelphia, Pa.

\$200 Prize: James M. Berkey, Spokane, Wash.

HONORABLE MENTIONS: W. J. Pollock and A. A. Scott, Roseburg, Ore.; Hays, Simpson and Hunsicker, Cleveland, Ohio.

The report of the Jury, biographies of successful competitors and premiated designs were published in the July issue of The Architectural Forum.

LOW COST HOUSE SHOWS FEDERAL INFLUENCE

All present-day lower cost housing practice is being "enormously influenced by the mere thirty-odd thousand housing units" which represent three years of Federal effort, according to Elisabeth Coit, New York architect and Langley scholar of the American Institute of Architects.

Both living standards and building construction show the effects of the Federal program, says Miss Coit, who is making a two-year study of methods of economical design and construction of single family dwellings and apartment houses in America. She also finds that "of the more than four score cost-saving prefabrication systems heralded up to a year or two ago, only a handful have proved available in any degree for application to low cost housing, and then only to a very limited degree in the large-scale housing field."

"Low cost housing has followed but to a slight extent the course of middle and higher class dwellings in cities, where a minimum of rehabilitation and modernization, carried out with practical imagination, has proved highly profitable to owners of numerous solidly-constructed houses built two generations ago," Miss Coit continues in a progress report to the Institute.

"A CHALLENGE—SHORTEN THE LAG BETWEEN RESEARCH AND PRACTICE"

Not only in engineering, but in the entire field of research the lag that exists between the findings of the research laboratory and getting those findings into everyday use is one of the greatest ills confronting progress, points out Mr. W. D. M. Allan, Director of Promotion, Portland Cement Association, in commenting upon "A Challenge—Shorten the Lag Between Research and Practice," an address by Frank T. Sheets, president of the Portland Cement Association, at the 34th Annual Dinner of the American Concrete Institute. The address analyzes this important subject for the engineering profession and suggests a solution which may be helpful in making the findings of all research more quickly used in practice.

Copies of the address may be obtained by writing Portland Cement Association, 33 West Grand Avenue, Chicago.

MORISON HEADS STATE ORGANIZATION COMMITTEE

Andrew R. Morison, past president of the Michigan Society of Architects, has been appointed by president Black as the representative of the Michigan Society on the State Organization Committee of the A.I.A. He succeeds Clair W. Ditchy who is the new Regional Director of the Institute.

HENRY A. FOELLER

Henry A. Foeller, senior member of the firm of Foeller, Schober & Berners, architects of Green Bay, Wisconsin, died on June 18.

Mr. Foeller was registered as an architect in Michigan.

REPORT OF THE COMMITTEE ON STATE ORGANIZATION

(Continued from Page 1)

mittee was an entirely new thing, and not understood. However, once organized, it has done much to make up for the delay.

The Chairman wishes to make note of the fact that this Committee is in itself something of a milestone in the history of the complicated subject of Unification. Its democratic set-up and the fact that all state societies, whether affiliated or not, are represented on it, has gone far towards allaying various attitudes of suspicion previously held toward The Institute and its effort toward unification.

(1) Report to The Board.

An interim report was made to The Board of Directors at their November meeting. In this it was suggested that The Institute should do some specific thing for architects in general which members of state societies would recognize as being of assistance to the entire profession, in order that affiliation in its present form should be made more attractive.

The Board passed a resolution directing The President to see Mr. Nathan Straus, Administrator of the United States Housing Authority, in the effort to obtain from him recommendations for the inclusion of a prominent architect, regardless of membership in The Institute, on each local Housing Authority. This visit was made and although Mr. Strauss was unwilling to make any statement to this effect, it is believed that some good was accomplished.

Under another resolution it was recommended that Institute documents be offered for sale with the usual dealer's discount allowed, by any state societies who cared to take advantage of the offer. The Board passed the appropriate resolution, and the Committee circularized the state societies and saw to it that they were furnished the usual samples and discount sheets. The Committee is not aware of the success of this effort, inasmuch as any further correspondence was to be carried on directly with The Secretary of The Institute.

(2) Procedure of The Committee.

In order to get started a thorough and frank discussion of the problems of Unification, the Committee next sent to its members a paper which discussed the recent history of the movement, some of its aspects, and which made certain tentative suggestions. As was hoped, this paper started a nationwide discussion; the first answer being another paper written by Mr. Arthur B. Holmes, the President of both the New Jersey Chapter and the New Jersey State Society. Copies of these two papers were sent to the officers of The Institute and other members of The Board.

Since then, the Chairman and Secretary have received a host of individual, chapter and state society opinions on the subject, the more important of which have been sent to all members of the Committee.

The cost of railroad travel was studied and it was found that a plenary meeting of the Committee would cost in railroad fare alone, more than the entire budget of the Committee for the year. The Chairman, therefore, determined to hold three regional conferences. The first of these was held in Chicago on January 26, 1938, and was attended by Mr. Woltersdorf, the Illinois Society member; Mr. Hunt, the Wisconsin member; Mr. Ditchy, the Michigan member; Mr. Bersback, the Minnesota member; Mr. Burns, the Indiana member; Mr. Cellarius, the Ohio member; and Mr. Fugard, Chairman. Second, the Eastern Atlantic Members' Conference was held in Philadelphia on Feb. 7th, and was attended by Mr. Shreve, Vice-Chairman, who acted as Chairman of the meeting; Mr. Gaudreau, the Maryland member; Mr. Holmes, the New Jersey member; Mr. Cantor,

the New York member; Major Ferrenz, Vice-Chairman; and Mr. Cope, the Pennsylvania member and Secretary. Third, the West Coast Members' Conference was held in San Francisco on March 26th, with Mr. Merchant, the Northern California member as Chairman. Mr. Orr, the member from Southern California; Mr. Michelsen, President, State Association of California Architects; Mr. Evers, Regional Director, Sierra Nevada District, A. I. A., San Francisco; Mr. Leonard Jones, Secretary, Washington State Chapter, A. I. A., Seattle; and Mr. Priteca, President Washington State Chapter, A. I. A., were present.

Each subsequent conference had the benefit of the proceedings of previous ones together with all other material circulated by the Committee.

The Boston Convention resolutions were naturally the first things considered. The following two were proposed to the Convention by The Board of Directors:

1. RESOLVED, That The Institute adhere to the plan of Unification as established by the By-laws of The Institute.
2. RESOLVED, That The Institute shall not promote any plan for a nation-wide organization of state associations separate and distinct from The Institute.

All of the study the Committee has made falls naturally within the boundaries laid down by these resolutions.

(3) Convention of 1937.

The following resolutions were proposed by last year's Convention of State Societies and passed by The Institute:

3. RESOLVED, That the recommendations contained in the report of the Committee on State Societies as revised, and as read to the Convention as a part of the resolution adopted by the Convention of State Societies, be carried out in detail.

(Change the name of Committee, Formation of Committee as above and a budget sufficient for visits of Committee or Committee business.)

4. RESOLVED, That The Institute adopt a vigorous policy of nation-wide organization of State associations, and
5. RESOLVED, That the Committee set up under the recommendation of the report, study carefully those portions of the Standard Form of Chapter By-laws which pertain to the state associations and their affiliation with The Institute and make recommendations for their revision to the proper authorities for action at the earliest possible time.

The Chairman wishes to make mention at this point of the fact that in all of the expression of feeling or thought received by the Committee, there has been no antipathy or other feeling expressed against any of these resolutions, but rather much satisfaction, particularly with the last ones.

Under the next to last resolution, namely, that The Institute adopt a vigorous policy of nation-wide organization of state architectural societies, the Committee has been able to do very little. Indications have recently been received that organization of state societies in Oregon and Arizona is to be attempted.

There is no question but that such societies are not difficult of organization. They have important functions and they will come into being without great effort. But it is also true that in many localities, organization by The Institute would have to be very carefully done in order to avoid the criticism that The Institute was interfering and dominating.

Partly in deference to this, partly because of the lack of time available, but more largely because the Committee has felt that certain other things should come first, activity in this connection has not been great.

Our feeling has been very nearly unanimous that more should be promised state associations under Institute affiliation, and that it would be advisable for The Institute to arrange for that part before asking new territories to organize. Not only would the movement toward organization be easier, but also it would be more permanent and more likely to feel itself in sympathy with Institute policy. There have already been too many examples of state societies which have organized and then immediately repudiated affiliation.

This brings us to the last resolution—the study of the standard By-laws concerning affiliation. This has been our chief concern and activity. The mandate under the resolution for all that we have done is perhaps less clear than the need, for the reason that the narrower study of the standard By-laws under the mandate, leads immediately and inevitably to the much broader study of Unification.

(4) The Subject of Unification.

Unification is no new subject to The Institute. It has been discussed since 1927. The first committee to study the subject was authorized in San Antonio in 1931, and its report adopted in Washington in 1932, giving the state societies affiliated membership in The Institute. In 1934, the Convention at Washington adopted a strong resolution in favor of the affiliation of state and local societies offering complete autonomy within the state or locality, and adopting, in principle, a modification of The Institute regional directorates, the creation of autonomous state divisions within them to form the National Unit, the creation of as many chapters within their jurisdiction as geographically or numerically required, and providing that these should take the place of The Institute chapters and the unaffiliated organizations. The Committee appointed that year to report on the means with which this reorganization was to be affected, reported back later that year two plans, the first of which was essentially what appears immediately above, and the second of which was essentially what we have now, wherein The Institute was to have various forms of membership, including the now defunct Institute Associate class, but wherein there were to be 48 state chapters sub-divided into local chapters.

These broad principles of unification, although adopted by The Institute in 1934, were given a nearly complete reversal at the Milwaukee Convention in 1935. The means for accomplishment were entirely too complicated and many of the present Institute chapters felt that they were resigning and delegating too many of their present prerogatives. The only thing which emerged was the present form of Institute affiliation of state societies.

In the meanwhile, new state societies were being formed and many of the older ones were considerably strengthened in membership and in usefulness.

(5) Affiliation With The Institute.

Four state societies have affiliated with The Institute, and pay dues to The Institute, one under protest, because of a feeling that The Institute had done nothing for them. There are now a total of fourteen state societies, nine of which have definitely rejected affiliation, one of which does not wish to consider affiliation until it knows more of its implications.

Figures compiled by the Committee are as yet incomplete, but on an average, these state associations have a paid-up membership equal to a half of the individuals practicing architecture who both reside and practice in those states. Institute membership is comparatively between a fourth and a fifth. Probably 90% of Officers and Directors of these associations are Institute members, including in the national picture that of Washington State, where the state organization does not include a single Institute member.

In various states, efforts have been made to eliminate duplication of effort between state society and

The Institute chapters in the same territory. In New York, The Institute chapters are component parts of the State Association, along with local societies. In New Jersey, the officers of The Institute Chapter and the State Society are identical and The Institute Chapter is in the position of an advanced degree organization of the Society and its local subdivisions. In California, arrangements have been entered into between the two to define their spheres of influence, with the chapters taking care of their own and the national interests, and the Association handling state business almost exclusively. But elsewhere, there is much duplication of effort, little clearness as to province, and in some places, friction or feeling that one or other usurps the other's prerogatives or prestige.

(6) Resolution of the Pennsylvania Association.

It will be remembered that last year there appeared a resolution from the Pennsylvania Association, calling on the state associations to organize a National Association, and calling on The Institute to support the movement. Although this idea still persists in one or two localities, your Committee believes that it is considerably in the background. Thoughtful persons believe it would be impossible to organize in this way, and a pity if ever accomplished. But these same persons believe that this proposal has raised a question which The Institute must effectively answer for its own and the profession's good, and as soon as possible.

This is probably the most important question which faces The Institute today.

Years ago, when The Institute was expanding chapter by chapter, the needs were utterly different.

(7) The Institute Committee of 1934.

To quote from the report of The Institute Committee on Unification in 1934:

"Undoubtedly, The Institute would have developed in accordance with Plan A (48 state chapters or state organizations) as a simple organization, had it not begun as a membership club in one city, then extended to another city, and then to another. In the beginning, there was no thought or necessity of forming state-wide chapters and The Institute grew up as individual organizations of members living closely together.

* * * *

"The need of a state-wide policy and influence within a state became especially apparent when the chapters began to advocate state registration laws. This led to the formation of state associations in various forms, nearly all of them without The Institute.

"This has led to endless confusion and has been a great handicap to the profession; one that is just being realized by the membership at large."

It should be now added to the above statement made in 1934, that the confusions and handicaps which have resulted from this history of accidents is now clearly recognized by the non-Institute members of the profession and state association leaders, and that in many localities The Institute is blamed by them, either for not having created a proper place for the state associations in the national set-up, or for not having relinquished to the state association all matters pertaining to local affairs of the state, or for both.

(8) Criticisms Persist in Some Localities.

While it is gratifying to see that this feeling of antagonism is conspicuously absent in many localities, it still persists in many others. It is generally bound up with certain other criticisms of The Institute and the feeling of criticism is quite as much held by Institute members as non-members. Very briefly, these other criticisms are as follows:

- (a) The Institute is "holier-than-thou" to non-members.
- (b) The Institute is expensive, is controlled by and for the benefit of those of prominence in the

profession and not for the profession as a whole, particularly not for the younger man, while at the same time, The Institute refuses to allow the younger element to organize either within or without.

- (c) The Institute's program, since it is controlled by those of prominence, is negative, and avoids important controversy.
- (d) The Institute is controlled by the chapters of larger cities, and the practitioner from the small town or city has little or no voice in its affairs.

(9) All Criticism Not Justified.

The Chairman feels that at least some of this criticism is justified and possibly much of it is entirely unjustified. As long as architects are individuals with little or no interest in the affairs of government outside of the few big cities where they practice, The Institute chapter system has worked. But it has ceased to work by itself, and the state associations have, to a certain extent, and will continue more and more to fill the new needs of the profession. By far the greater part of our professional contact with government is within the states.

The Committee believes that some of this criticism is unsound and unwarranted, but again believes unanimously that it can all be answered and allayed by the proper form of unification, and moreover that the criticism will persist until unification is accomplished.

(10) Success of Organization.

Since the original organization of The Institute and its chapters, we have also seen a great increase in the number, effectiveness and power of all types of organization. Manufacturers, the professions, labor and all types and varieties of interests have created effective organizations for the purpose of making themselves heard when laws are enacted and have otherwise presented their interests to the public. Many of these are either directly or indirectly in competition with the architectural profession. The architectural profession is, moreover, one of the smallest of all groups, and therefore has greater need of an effective all-inclusive organization than almost any other, whether speaking from a national viewpoint, or merely from within the boundaries of any given state. Try as it has, and much as it has accomplished, The Institute has not been effectively organized for such work. The burden of the work and the burden of the cost falls on too few shoulders; money is not available for a sufficient number of paid executives, and the voice that it raises is but the voice of a few, a minority within an already small profession.

(11) Question Before the Committee.

The question before the Committee therefore has been to try to find a formula for creating out of the present tangle of The Institute, its local chapters, the state and other local associations, the unorganized practitioners, and the draftsmen, something that will satisfy both the needs of the profession and the very jealously guarded interests and feelings, not to say pride and independence, of these various groups of architects.

Your Committee believes that such a formula is possible of discovery, but there appears to be wide divergence of opinion as to the type of formula required. Opinions range all the way from the formation of a new National Association, parallel to The Institute, to a policy of making no change whatsoever.

The Chairman wishes to state at this point, that there is only one possible viewpoint from which the matter can possibly be studied with any hope of success, and that is:

- (a) That every practicing architect in the country has a place in the eventual scheme of organization.
- (b) That an Institute member is not *per se* necessarily any different or better or more deserving than a non-member.

- (c) That some sacrifices may have to be made by certain denominations or groups for the benefit of the whole and eventually themselves.
- (d) That because certain jealousies may exist and certain feelings run high, an attitude of thoughtfulness and willingness to understand the viewpoint of the other person and both sides of questions will have to be cultivated.
- (e) That much patience on the part of everyone will be required before complete unification may be accomplished.

(12) Principles Emerged from Study.

However, although opinions may differ, certain principles have emerged from the study to which the Chairman believes every member of the Committee would subscribe unqualifiedly, and which it is believed to be indisputable. These are:

1. There is need for a national organization of some sort which will effectively represent every legally practicing architect in the country.
2. That this should be a single unified organization.
3. There is need within the confines of nearly every state, of a state-wide organization of some sort which will effectively represent every legally practicing architect in that state.
4. That these state organizations should each of them be as far as possible unified, and should be completely autonomous as regards the affairs within the territory of that state.
5. That The American Institute of Architects, because of its history of leadership, because of its present enviable and solitary position in the national field, and because of the fact that the thoughtful members of the profession are in very large part its members, is the organization which should study these needs, formulate a program for their accomplishment, work towards the fulfillment thereof, and continue as the leader and head of any such national organization.
6. That the chapters of The Institute for the same reasons as above, should assist wherever possible in the formation of strong, unified, autonomous state organizations, either by leadership in organizing these where they do not exist, or by amalgamation therewith or therein, or by collaborating therewith in the defining of their respective spheres of work and influence, as the case may be possible of solution or improvement.
7. That in order to make the above possible of accomplishment, there is need of either some minor changes in the present set-up or organizations and affiliation, or of a more drastic and sweeping revision thereof.

(13) Committee Differs in Point of View.

At this point, the Committee is divided in its opinion, and it will be necessary to list the various points of view, as there has not been sufficient time for these opinions to be thrashed out and amalgamated into one statement, agreed upon by the whole Committee.

Although there are plenty of divergent details within each, the two points of view may be expressed clearly as follows:

- A. That as far as the machinery of organization is concerned, there exists at the present moment every essential for perfecting a strongly unified professional society nationally, and that with certain minor changes, the relationship between the state associations and The Institute can be effectively unified and strengthened.
- B. That while the above may be practical and effective in certain localities, it will not be either acceptable or effective the country over, nor final; that more drastic changes in the framework are necessary for the present and the long run needs of the profession, and that this may affect the framework of the national, state, local, and chapter organizations.

A's proponents are the Committee's representatives from the West Coast, particularly from California; and with some differences, certain representatives from the East Coast, as may be represented in the ideas advanced by Mr. Shreve.

B's proponents, who are very considerably in the majority, are the Committee's representatives from the entire mid-west, and most of the East, including Florida.

It should be noted that the above differences of opinion are subject to individual differences, to all manner of divergent detail, subject also to the fact that each Committee member has been able to receive a varying degree of explicitness in the instructions received from his state society, and subject to the fact that unquestionably there exist on both sides minorities within the state associations that have not been adequately heard.

Before taking up these two attitudes and their recommendations, the Chairman should set before you certain other criticisms, which though not unanimously agreed upon as in the case of the seven points above mentioned, nevertheless are quite agreed to by the whole Committee, or recognized by everyone as being criticism, questions or principles which should receive careful consideration. As they lead on from the seven points, I shall number them to follow:

(14) Other Criticism Is Offered.

8. That the present dues of the man who is a member of The Institute, a chapter, and a state association, are so high that either they should entitle him to greater service, or they should be reduced. That this fact has a most important bearing on Institute membership, as it excludes many younger men.
9. That the dues paid by affiliated state societies to The Institute are high for the service returned. That this has an all-important bearing on the fact that only four out of fourteen state associations have ever availed themselves of the privilege.
10. That representation in The Institute in return for affiliation is inadequate and that this also has an all-important bearing on the lack of success in affiliation.
11. That the Chapter Associate form of membership is not proving itself feasible and attractive as was expected.
12. That The Institute as at present constituted, is something between an honorary and selective society on one hand, and on the other a representative and all-inclusive society, and that with tendencies in both directions, it is clearly neither one nor the other, but both, and therefore a conflict of tendencies.
13. That the present Institute form of government is cumbersome, wrapped up in red tape and unnecessarily expensive.
14. That under the present system too much of the burden of work falls on the shoulders of too few, both in the chapters and The Institute itself.
15. That in many parts of the country, the architects who are active in work for their profession are required to expend time and effort, much of which is wasted because of duplication between The Institute and the state society.
16. That a different classification of membership in The Institute is possible.
17. That a revision of present By-laws is possible—
 - (a) to give greater autonomy to state societies,
 - (b) to reduce the affiliation dues,
 - (c) to give greater representation at Conventions and on The Institute Board of Directors, and on many of The Institute Committees.
18. That much could be accomplished which, under the present form of The Institute, is not attempted, roughly as follows:

(15) Suggestions for a Program.

A carefully mapped program, of benefit to the profession as a whole, including the younger and smaller practitioner's interests, with

- (a) Proper group advertising, exposure of detrimental advertising of the profession's competitors.
 - (b) Employment of salaried personnel to watch the profession's interests in legislation, to organize the profession itself, and to actively oppose unfair competition.
 - (c) To expose bad practices, misfeasance and malfeasance in practice.
 - (d) To actively oppose governmental, industrial and other unfair competition.
 - (e) To issue a proper and adequate professional journal supported by paid advertising (all Committee members are not in agreement on the matter of paid advertising), which would include a nation-wide system of building reports; a truly well edited publication of plates of currently executed buildings, impartial and scientific criticism of contemporary work, and information as to recent developments in the structural and mechanical fields of construction.
19. That it would be more possible to do some of these things if the basis of taxation was broadened, and that if some of these things were accomplished, then much of the present criticism of The Institute by the younger men of the profession, who are its potential members, would be answered; they would be willing to become members and the present membership question would no longer exist.
 20. That many, in fact most of the state societies are struggling to keep their heads above water, and that a real program of unification would solve many of their problems as well, giving them additional membership, with corresponding increase in revenue and influence, and making them far more potent units of the national organization.

It is important to note that there are several sources of revenue of which we, as a profession, have made but little use, if any, in our societies.

We give away valuable report information. It is generally known that the California State Association members agree to give their information one day in advance to a certain set of reports and that in return, the Association receives a substantial sum per year in royalties, enough to maintain and to make the Association independent.

In most states, building codes are published by all and sundry, for their own profit. It is generally known that the Illinois Society receives a net amount of \$700.00 per year from this source.

(16) Two Main Points of View—A and B.

I return to the two main points of view in the Committee.

- A. You will recall the Committee representatives from the West Coast and Mr. Shreve feel that there probably exists at the present moment every essential for perfecting a strongly unified professional society, nationally; that the situation in any state can be worked out, either by changes in the state organizations or by defining their provinces and the provinces of The Institute chapters; that present membership classifications, requirements for representation and taxation are adequate and satisfactory; and that with certain minor changes the relationship between the state associations and The Institute can be effectively unified and strengthened.

(17) Representatives from West Coast.

Committee representatives from the West Coast say that they do not favor a change in the present national set-up (affiliation) until it has been more fully tried, and suggest:

1. That the affiliated associations be permitted a larger representation at Institute conventions.
2. That there be appointed to The Institute Board a duplicate set of regional directors to represent the regions' state associations, to attend all meetings, but to vote only if all societies in their regions are affiliated.
3. That The Institute create a new office called State Association Secretary of The Institute, maintained half by the associations and half by The Institute.
4. That the publication THE OCTAGON be revamped and include state society publicity.

(18) Present Form of Affiliation News Changes

The Committee as a whole has been unable to discuss these suggestions, but the Chairman of the Committee wishes to report that he believes the present form of affiliation needs more than such superficial changes before it can be made acceptable to almost all state societies, except California.

(19) Mr. Shreve's Suggestions.

Mr. Shreve's suggestions, it should be noted, are made merely as items which could be put into effect with little or no change of By-laws, and presumably without much feeling of opposition from anyone in The Institute, and which are not put forward by him as necessarily the only things which should eventually be done, but as possible suggestions which ought to be considered by the Committee and The Board. They were concurred in on this basis by Mr. Holmes and Mr. Cope, who, however, felt them to be *interim* or *pro tem* suggestions, rather than final methods of obtaining unification. These are:

1. That The Institute urge a great increase in the Chapter Associate form of membership.
2. That the plan of society affiliation be reorganized to have minimum dues and greater representation in the national institute. Affiliation to be through local chapters in same territory, instead of direct.
3. Relations of state societies and Institute chapters local chapters in same territory, instead of direct, to be reorganized along the lines followed in New Jersey and New York.
4. That the state associations be given representation on most national Institute committees, with less Institute representation.
5. That the Convention of State Associations be invited to elect representatives to sit with The Institute Board.
6. That in addition to greater voting representation at Institute Conventions, the national business be discussed in committee of the whole in order to admit expressions from state association members and then referred, as sense of the meeting, to The Institute for final passage.

This brings Chairman to the other point of view.

- B. The "B" point of view is briefly that while affiliation may be made practical in certain localities by the changes enumerated, it will neither be acceptable, practical, or effective the country over, nor will it ever do as a final form of unification. That more drastic changes are needed both for the present and the long-range needs of the profession, and that to limit our proposals to what we believe easily possible at the present moment, is to send unification down into another period of innocuous and indecisive waste of time, from which it will again emerge, either in the form of the old proposals again, or in the form of a National Association, separate from and parallel to The Institute. It should be noted that the ideas of two members from California and possibly only a part of Mr. Shreve's ideas have in any way dissented from this.

It is the solemn opinion of your Chairman and of the majority of the Committee, that something must be done to change the "club to club" framework of The Institute, and to include something more suitable to present day needs. It is believed

that the changes necessary may include either a bi-cameral form of government, or a drastic change in membership classification to include every legally practicing architect in the country; or absorption of chapters into the state societies; reapportionment of regions; or the formation of 48 state units. Many of these changes which are necessary will be very difficult for members of The Institute to agree upon.

(20) Discussion of Chicago Conference.

For your information as to what has been discussed, I wish to list the following, as briefly as possible:

(21) Summary of Chicago Conference and Philadelphia Conference with Variants.

1. A National Association of state organizations of some type should be found.
2. The A. I. A. to initiate and carry this out.
3. Autonomy of state societies essential.
4. A different classification of members is possible and desirable.

To accomplish the above, the following By-law changes will be necessary.

(22) Membership Classification to Include:

- a. Members. Every legally practicing architect in the country. (Philadelphia adds right to use A. I. A. abbreviation.)
- b. Corporate Members. Present members and those who may later qualify. (Philadelphia prefers "Masters" with M. A. I. A.)
- c. Fellows. Unchanged.
- d. Honorary Unchanged.
- e. Juniors, Junior Associates and Students simplified to become associate members of state society.

(23) Dues.

To be all inclusive and (Philadelphia paid through the local organization) to be graduated upward.

(24) Representation.

In national society to be on numerical basis of membership in state society.

(25) Organization.

The Institute is the National Organization. Each state shall be represented by a state society. Each state society to be subdivided as necessary for geographical, numerical, or (Philadelphia: legal or corporate) reasons.

Present Institute chapters to be eliminated. (Philadelphia dissents, and leaves them alone, or as part of the state society.)

(Philadelphia suggests segregation of convention voting on corporate business, etc., from voting on national policy. Philadelphia also suggests a simplification of whole structure if possible.)

Agreement to this plan (which is essentially what was adopted by The Institute at Washington in 1934) has been further substantially ratified by the Indiana Society, by the Columbus Chapter A. I. A. (reference to report of Mr. Shaw, Chairman, Institute Committee on Membership), The Architects' Society of Ohio and the Illinois Society. It is believed also that the Wisconsin Association, the Minnesota Association, the Michigan Society, the New Jersey Society, the New York Association, and the Maryland Society would ratify.

As will be seen later, the Maryland Society has presented a plan which in its essentials is in no wise different from the above.

(26) The Florida Association.

The Florida Association has expressed itself as being in accord with the anonymous paper sent out to the Committee, The Institute officers and Board—that The Institute should create under its own wing a new and larger Board representing every legally practicing architect in the country, and retaining its own present chapters and directorate in simplified form, and turning over to the new Board all national questions except those of ethics, the judiciary, competitions and The Institute corporate affairs.

The Chairman believes that this bi-cameral proposal has very distinct advantages but fears that it is difficult of accomplishment at one time.

(27) The Pennsylvania Association.

The Pennsylvania Association has appointed a Committee to study the question and to cooperate, without mandatory instructions thereto, but in general puts on record its conviction that while The American Institute of Architects now stands in fact as the only national instrument of architectural organization, and should be, and is so recognized, yet the ultimate functions of the two organizations are such that The Institute should gradually transfer to a future national organization of state societies of some sort, control of all activities relating to business practice in the profession, but with the understanding that the national and state associations will concurrently accept as binding on their members, the recommendations and rulings of The American Institute of Architects concerning the ethical standards governing the proper business and professional relationships of architects among themselves.

At first thought, it would seem that the Pennsylvania Association wished to set up a national association, but the Committee is assured this not necessarily the case. We are informed that what is desired, is that whatever system of government is set up, it should contain in its essence, the principle of bi-cameral representation.

Seen in this light, and in the light of the Pennsylvania Committee member, Mr. Cope's opinion that any national organization created on these principles to represent the state societies would be acceptable to the Pennsylvania Association, it seems to the Chairman to be not very different from other proposals, and that the resolution becomes a very pungent expression of a very important principle, namely, that if The American Institute of Architects wishes to be at the same time an honorary society and an all-inclusive society, it must do as the United States of America did, namely, to create within itself a truly representative form of government.

(28) Comments by the Buffalo Chapter.

The Committee has also received a most thoughtful report from the Buffalo Chapter, prepared by a sub-Committee of three, including thereon Mr. Kideney, the President of the New York Association.

After studying the Pennsylvania resolution of 1937, which calls for The Institute to step aside and the state associations to form a new national association, the anonymous statement calling on The Institute to create a left wing national organization of state associations, and the Holmes' statement which calls on The Institute to broaden its base of membership by a new class of members so as to represent the business of architecture as well as the profession, the Buffalo Chapter makes the following comments:

"Your committee's first reaction to the Pennsylvania (1937) Resolution) Plan was that, regardless of certain particular merits, it was essentially weak in implying the disappearance of The Institute from our national professional life nad tradition.

"The anonymous plan, while seeming in need of simplification, appeared to better summarize the weakness of our existing organization and to offer distant steps for surmounting the criticism of the Pennsylvanians. The proposal that The Institute should obligate itself in the financing of a new organization appears highly questionable.

"The New Jersey plan, retaining three classes of members, impresses us as perpetuating what we believe to be a long standing weakness (possibly undemocratic) of classification, and also to completely miss the essential point of force by membership automatically based on license alone, viz., all inclusive and 'business' in its essence.

"On the other hand the Pennsylvania Plan with differences only in sphere of activity between the organizations, does, in our opinion, seem better.

"This homogeneous plan involves a complete change in Institute point of view and the whole-hearted cooperation of its members in establishing a new organization, a change which might be effected in years, but not likely to be in time to meet the

now pressing need for a new all-inclusive organization.

"Conclusion: Your committee is convinced on the basis of its present study and discussion that there should be:

- "1. A new national all-inclusive, non-selective organization which would represent every licensed architect unless instructed by the individual licensee to the contrary.
- "2. That, unless The American Institute of Architects can see fit to change the present selective character of its membership and become the needed and effective non-selective representative of the profession, the state organizations proceed with the formation of a Federation of state societies on the further studied Pennsylvania Plan as a basis and that the A. I. A. continue to be selective, classified and honorary in fact as in tradition.
- "3. It is believed that the **real danger is less that The Institute will change** and that its members will lose thereupon; than that **it will fail to do so**, and another, possibly conflicting, organization be quickly set up to the irreparable weakening of the profession within itself and in the public view.
- "4. That it is in the belief that the present state organization under the A. I. A. auspices is sub-effective, that The Institute consider the abandonment of its present state organization membership program, substituting therefor the formation of an all-inclusive non-selective body.
- "5. That the chapters of The Institute in New York State, New York State Association of Architects, and The Institute committee on State organization, give careful consideration to the findings of the Buffalo Chapter."

(29) The Maryland Plan.

The final exhibit to be put before you:

The Maryland plan quotes from Chapter I, Article 1, Section 2 of the By-laws:

"Objects. The objects of The American Institute of Architects shall be to organize and unite in fellowship the architects of the United States of America; . . ."

It suggests that there are only three changes necessary to the By-laws:

- a. An additional "Director of State Associations" member of The Board, who would be nominated by the Annual Convention of State Associations held the day previous to The Institute Convention, as at present, he to be a corporate member of The Institute, and then elected by The Institute in Convention.
- b. Any By-laws concerning affiliation to be rescinded or changed to conform with this plan, in which the state associations would pay nominal dues into The Institute and would have complete autonomy within its own territory, and represented nationally by the Director of State Societies. The Director's specific duties would be to go out into unorganized territory and organize, with the help of local chapters, new state societies. He would be given a paid secretary and an expense budget by The Institute, part of which cost would be defrayed by dues paid by the state associations.
- c. The creation of a new class of Institute membership: Every member of a state society would automatically be an "affiliated member of the A. I. A." and have the right to use the title.

It will be noted in the above that provision is really constructively made for The Institute's object to "organize and unite in fellowship the architects of the United States of America." The Chairman considers the plan particularly interesting because he believes that it goes perhaps further than any other toward giving a practical compromise which can be put into effect immediately, and from which as need may arise, further development and necessary change might logically and painlessly be

made. He believes that this plan would be ratified by most, if not all of the state societies, and he believes the chapters could have no possible or valid objections.

In other words, he believes that it might be the nucleus and the start from which we would continue to expand the national representatives of the state associations into something not far different from many of the other suggestions which have been made, bearing also in mind the very forceful points brought out by the two Pennsylvania resolutions and the Buffalo Chapter's conclusions.

The Chairman of the Committee believes that its faults lie in the fact that shortly, if not now, one director on The Institute Board will not be enough to represent the business of architecture and the state societies, and that the proposal in the Maryland plan makes no provision for possible gradual increase in this work.

It should be noted that the Committee does not believe its study of the entire question to be anywhere near complete. There is a statistical study on the way which is as yet incomplete. Any proposal we make should previously be ratified by all state associations, and all chapters should have the opportunity of review. We feel that we are more in the position of having just started this study, than in having made a constructive accomplishment.

*But the Committee also believes that something must be done and at once, and, therefore, suggests to The Board of Directors of The Institute the following resolution for their consideration, and action by the Seventieth Convention at New Orleans:

WHEREAS, The By-laws of The American Institute of Architects states as its object, "To organize and unite in fellowship the architects of the United States of America"; and

WHEREAS, The unification of the entire architectural profession in a single strong national organization representnig numerically the architects of the country is essential; and

WHEREAS, The Institute has always been the leader in professional organization and will continue as such; and

WHEREAS, The present form of affiliation of state societies has not proven itself sufficiently attractive to the state societies; and

WHEREAS, The Institute should relinquish none of its present professional authority, but should aim to increase its prestige by so changing its form as to represent, organize and unite in fellowship all qualified architects; now, therefore be it

RESOLVED, That in order to carry out the broad principles of affiliation with representation, and in order to further the uniting of all unorganized architects into state societies, the following specific and immediate changes be made:

1. That The Board of Directors request the present Institute Committee on State Organization to nominate to The Board of The Institute a corporate member who shall sit with The Board of Directors of The Institute and take part in its deliberations, until the adjournment of the Seventy-first Convention.
2. That his particular duties shall be to organize state associations or societies where none exist, strengthen those existing, and represent all state associations at the meetings of The Board, and that he be given a sufficient appropriation to allow him to travel for the purpose of carrying on his duties.
3. That the Committee on State Organization shall further study, seeking the opinion of all chap-

ters and all state organizations, and shall endeavor to formulate a plan for a limited form of membership in The Institute of every architect qualified under the plan.

4. That the Board recommends to the Seventieth Convention that it direct The Board to prepare changes in the By-laws and charter necessary to create a new office of director, and present them to the Seventy-first Convention for adoption. The holder of the new directorship to be entitled "State Association Director," whose status shall be similar to that of Regional Director, whose term of office shall be two years, who shall represent the state associations on this Board, who shall be nominated by such associations and elected by the Convention.

GEORGE V. RHINES

George V. Rhines, prominent architect and member of the firm of Mills, Rhines, Bellman and Nordhoff of Toledo, died at his home in that city on Wednesday, June 29.

Mr. Rhines was well and most favorably known in the profession throughout the country. As senior member of a very prominent firm who have to their credit many of the finest examples of architecture in this country, he will be mourned by a host of friends who had learned to love him for his genial nature, his kind sympathy and understanding.

As an architect registered in Michigan, he was a member of the Michigan Society of Architects, as well as of The American Institute of Architects and the Toledo Chapter.

ARCHITECTS REPORTS

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750.

1000-seat Life Theatre, Cor. Woodward and Montcalm. Enameled metal and Vitrolite front. Cinder blk. and accoustical plaster interior. Steam heat, vent., and air cond. Held over.

1200-seat Harbor theatre, 3 shops, suburban Det., Enameled metal and face brk. exterior; cinder blk. & accoustical plaster interior. Steam heat, vent., and air cond. Bids closed. Held up temporarily.

Alt. to Henry Ford School, Dearborn. Taking figures on revised specifications.

DIEHL, GEO., 120 Madison, CHerry 7268.
Convent, Gesu Parish, Figures close July 20.

DESROSIERS, ARTHUR, 1414 Mascabees Bldg., CO. 2178.

Church, Allenton, Mich., Fig. closed.
Church, Benton Harbor, Mich., figures closed.
Prep plans for church, St. Nicholas Parish, Detroit, Ready about July 10 for figures.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian Bldg., CA. 3175.

Prep. drgs. on Pontiac State Hospital.
GIFFELS & VALLET, Inc., 1000 Marquette Building, Prep. plans supstructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact., Name withheld.

MASON, GEO. D. & CO., 408 Griswold, RA. 7850.

Prep. plans 6th Church of Christ Scientist, Manistique and Kercheval.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, 7 bldgs., W. K. Kellogg Found. Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 8-7122.

Prep. plans, 2-story store & office bldg., Dearborn, 40x70. 2-story Veterans Home Alt. and addn., Vocational School.

Prep. plans, 50-bed hospital, contagious diseases, Administration Bldg.

WETZEL, B. C. & CO., 2317 Dime Bank Bldg., CA. 4941. Prep. plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

MALCOLMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Prep. drgs. on add. to David MacKenzie High School. Auditorium, Class room wing, health unit.

MARR, RICHARD, 415 Brainard, TE. 1-6860.

Fig. on 12-rm. Res. Lakepointe, G. P. Pk. closed.

*The Chairman calls attention to the fact that while copies of this report (before revision) have been sent to members of the committee, together with a request for comment or objection, no comment or objection has been received prior to presentation of the report to The Board.

NEW BOOK ON CONDEMNATION APPRAISING

In his "Condemnation Appraiser's Handbook," 339-page volume published by Prentice-Hall, Inc., New York, and just off the press, George L. Schmutz, Los Angeles valuation engineer, enters territory never before covered in systematic discussion of fundamental principles of real estate valuation.

Valuable alike to lawyers and appraisers, and of interest to everyone concerned with the problem of the courts in claims arising from expropriation of land for public use, the book is in many ways a pioneer in its field. Its purpose, the author states, is to explain the general procedure that has the sanction of both legal and economic doctrine.

"Without question this is the most informative treatment of the various problems arising under eminent domain that has been made available under one cover. It makes a material and valuable addition to the appraisal literature of the day," says a review in the *Journal of the American Institute of Real Estate Appraisers* (July issue) signed by the Institute's president, K. Lee Hyder, Milwaukee.

Notable matter covered in special chapters: severance and consequential damages (a clear treatment of something on which there is likely to be misunderstanding); benefits considered; plottage increment and assemblage costs; leasehold damages; the appraisal of easements; vertical divisions of value. (Here the air lease is presented with an interesting illustration in the famous Chicago Daily News air lease from the Chicago Union Terminal.)

Of very general value will be Mr Schmutz's treatment of the legal background of the whole problem of appraisal in condemnation cases. Helpful in bettering the whole situation with respect to expert testimony should be not only his exposition of the principles of sound appraisal as applied to condemnation cases but also his trenchant discussion of the ethics involved in such testimony. Not the least interesting are the chapters on how the appraiser called to testify in a court case as an expert on real estate valuations should present his opinion on direct examination, and on pitfalls he may expect to be dug for him in cross examination.

More than a "handbook," the new volume in a common-sense, practical way lays the groundwork for real estate appraising for any purpose.

Included: A valuable list of legal citations in condemnation cases, cross indexed; interest discount tables; mathematical tables and formulae needed by the appraiser; tables of depreciation rates and the like. Special chapters deal with appraisal of rock, sand and gravel deposits and appraisal of water rights.

Price: \$5.08.

Mr. Schmutz, co-author of "Economic Approach to Valuation Procedure," special appraiser for the County of Los Angeles, the Santa Fe Railroad, etc., recently appraised the right of way for the power transmission line from Boulder Dam to Los Angeles, the union passenger terminal site in Los Angeles, and the Los Angeles Civic Center acquisition.

\$275,000 MODERNIZATION

News of another effort to further early business recovery in the city comes with the announcement from Adcrafter Walter Henderson of Homer Warren & Company, managing agents, that work is to start immediately on a \$275,000 modernization program for the Ford Building, Griswold at Congress.

Final contracts were awarded this week for the installation of completely new, latest type, elevator equipment and for complete remodeling of the lobby and entrance to the building. The program calls for

the largest expenditure of money for office building construction or remodeling the Detroit building industry has had in recent months.

It is estimated by Homer Warren & Company that over sixty per cent of the cost will be spent directly or indirectly for labor and that the program will be responsible for over 150,000 man-hours of labor employment.

A spokesman for the Ford Building Company, owners of the building, stated that in deciding to start the modernization program now, the company is hopeful of speeding business recovery by investing capital in materials and labor at a time when it will do the most good. He also stated that the program is consistent with the management's policy of keeping the Ford Building up-to-date as one of the finest and most modern office buildings in the middle west.

Both the Ford Building and Dime Bank Building, under the same ownership, were built by the late Edward Ford, the former in 1908 and the latter in 1913. They have long been the home of many of Detroit's leading business and professional firms. Improvements in both buildings have been made regularly since their construction including the installation of new elevators in the Dime Bank Building in 1932. The present project, however, is the largest single improvement program the Ford Building has ever enjoyed.

Starting this week, work will continue over a period of several months so that tenants of the building will not be inconvenienced by any disruption of elevator service.—The Adcrafter.

PHOTOGRAPHER, TEBBS IN DETROIT

Robert W. Tebbs, noted architectural photographer, is now in Detroit having come directly from Washington, D. C. where he fulfilled a special commission to photograph the exterior and interior of the new British Embassy building. He is executing commissions received from the architects, interior decorators and landscape artists in Michigan. Some of the clients he is doing work for on this visit are Leo M. Bauer; Max Colter; D. A. Eichstaedt, landscape artist; Frantz & Spence; Giffels and Vallet; Herman and Simons; Hewlett and Luckenbach; J. L. Hudson Co.; Hugh T. Keyes; H. T. Lindeberg of New York; Malcolmson, Calder & Hammond; Muehlman & Farrar; Morison and Gabler; Nimmons, Carr and Wright of Chicago; Chas. Noble; Tressel & Rublin; Smith, Hinchman and Grylls; Teetzel Co., interior decorators; Alex Linn Trout; D. H. Williams, Jr.

Mr. Tebbs will remain here one month and, from present indications, judging from the work he has in view from other architects for whom he has done work previously, he will return here in the Fall.

If you intend to enter any of your work in the nation-wide contest to be conducted by the publisher of "Fashion Digest" as announced in the July 5th issue of the "Bulletin", now is the time to call Mrs. Belle LaRose, Lenox 5362, for details and availability of Mr. Tebbs to do your work while here.

If you want to keep a complete photographic record of your work we recommend Robert W. Tebbs whose photographing in this territory within the past two years has been so outstanding that it is little wonder he holds the position as one of America's leading architectural photographers for the past 30 years.

Special frost-proof closets are available for use in unheated buildings. Inasmuch as the valve for these fixtures is placed below the frost line, they cannot freeze even in severe below zero temperatures.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT**Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.****Directors: Carl O. Barton; Harrison Clippert; George Cruickshank; Walter Giesecking; Vern Taylor; Paul Sutherland. Edwin J. Brunner, secretary.****439 Penobscot Bldg., RAndolph 5500****Edited by E. J. Brunner**

WHO SAID SO?

Who said you had to be a golfer to go to an Architects' Builders' & Traders' Golf Outing?

Plenty of non-golfers come to these outings and have the best kind of time.

Some arrive as early as 3 p. m. and from that time on you will find good fellowship at the clubhouse.

From about 4:30 on the golfers begin coming in, and if you are interested in a real meeting of men of the industry you should be there.

Come out early for the July 19 outing at Clinton Valley—real comfortable clubhouse—easy chairs, staunch tables—plenty of chairs out on the big shaded porch for those who want to be outside.

There is no better occasion for men of the industry to meet and to relax than at our golf outings.

Nothing finer than the friendships which may be made at the outings.

Clinton Valley—July 19

Architects', Builders' & Traders'

GOLF OUTING

Call RAndolph 5500 and make your reservation

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, PLaza 1190.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., CADillac 9646.

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., VINewood 1-2090.

HURD LUMBER CO.—6425 W. Vernor Highway, VINewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., FITzroy 3390. Established 1864.

BRAUN LUMBER CORP.—TO. 8-0320
Yards—Davison Avenue & Grand Trunk R. R., Jefferson Avenue, Pontiac.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., LAFayette 0500.

F. M. SIBLEY LUMBER CO.—6460 Kercheval Ave., FITzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., TEMple 2-6660.

DETROIT CHAPTER, A. I. A.

New members elected since last annual meeting: Kenneth C. Black, Ralph R. Calder, Alden B. Dow, Laurence B. Jameson, Hugh T. Keyes, Frederick C. O'Dell, Thomas S. Tanner, Eero Saarinen, Lyle F. Zisler.

The Bulletin is on record favoring public architectural criticism by men respected for their knowledge in the field of building design. The August-September 1937 Bulletin enumerated for the benefit of the "Architectural Forum" editor and others, architectural critics writing in American architectural journals in days passed. H. Van Buren Magonigle

in "Pencil Points" was inadvertently omitted. We include him here and now.

If the August-September Bulletin editorial contributed to the renaissance of criticism, the Illinois Society is much pleased, for "American Architect and Architecture" has announced monthly critical analysis in its columns by Dr. Walter Gropius. Let the other architectural journals procure each a recognized thinker and writer on architecture to submit his critical thoughts monthly on current work in the Western world.

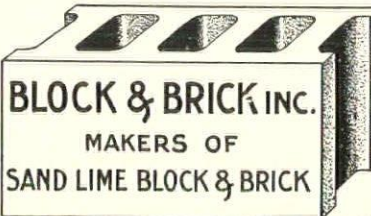
It should not be long before such analyses have a marked effect on both the conservative as well as the so-called modern architect whose zenith is a horizontal strip facade.—Illinois Society of Architects Monthly Bulletin.

WENZEL FLOORS

Johns-Manville Asphalt Tile
Magnesite Composition
Rubber Tile—Cork Tile

439 Penobscot Bldg.

RAndolph 5500



Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

INSULATION INDUSTRIES Hogarth 8978
CORPORATED Meyers Road at Lyndon

ACME METALON COMPANY

Manufacturers of

METALON

THE METALIZED BUILDING UNIT

9630-9690 Greeley Ave.

Detroit, Mich.

LOngfellow 5770-1-2-3

Here is a Guidebook
to the Home of Tomorrow

The home built today needs wiring and lighting adequate for all of today's needs, and for possible new uses of the near future. Proper electrical installation makes necessary an adequate allowance for fixtures. The correct fixtures will add much to customer satisfaction.

To help you in selecting fixtures and wiring, this new eighty-page book, "Handbook of Interior Wiring Design," will be sent to any architect on request. Supplementing its information, our trained lighting engineers can render valuable assistance on any of your lighting and wiring problems. There is no charge for this service. Call RAndolph 2100 and ask for the Lighting Division.

THE DETROIT EDISON COMPANY

PATRONIZE OUR ADVERTISERS

New! GENERAL ELECTRIC
ELECTRIC SINK

WASHES THE DISHES
DISPOSES OF GARBAGE
ELECTRICALLY!

- * ENDS DISHWASHING DRUDGERY
- * ENDS MESSY ACCUMULATION OF GARBAGE
- * EASY TO BUY AND TO INSTALL

For Further Details Call or Write
Kitchen Planning Department

GENERAL  ELECTRIC
SUPPLY CORP.

2985 E. Jefferson

Fitzroy 5800

Detroit

REAL

BLOCK

QUALITY
CONCRETE
BUILDING
 TYler 4-1711 UNITS
CONCRETE BLOCK
& PRODUCTS CO.
 5740 Martin Ave.

W. J. PHILIPS CO., INC.

Plumbing, Heating, Ventilating, Power
 Piping and Sprinkler Systems

1165 W. Warren Avenue
 TEmple 1-3690 Detroit, Mich.

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VInewood 1-2090

F. H. Martin
Construction Co.

955 E. Jefferson Ave. CADillac 4890

DETROIT, MICHIGAN

GLANZ & KILLIAN CO.
CONTRACTORS

PLUMBING - HEATING - VENTILATING
 FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave. TEmple 1-7820

H. H. DICKINSON COMPANY
5785 Hamilton Ave. MADison 4950
COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing
 Master Builders Products

Heatilators

Asphalts

GOOD
HARDWARE FOR OVER 50 YEARS

RAYL'S

1233 Griswold Street

Ralph Alfes

Erwin Alfes

CONRAD KELLER CO.
GENERAL BUILDERS

Carpentry — Repairs
 Maintenance — Alterations

4628 Moran St.

IVanhoe 4343



a sparkling new
KOHLER BATHROOM

Kohler's new Cosmopolitan bath has a wider, flatter bottom for safety; broad, flat rim; lower sides for easier access. Matches other Kohler fixtures. Four-color, 24-page booklet on request. Detroit showroom at 3094 E. Grand Blvd.—Kohler Co. Kohler, Wis.

KOHLER OF KOHLER

Every Architect Requires
Expert Sign Advice

Call us When You Have a Creative
 Art or Engineering Problem.

WALKER & Co.

NEON & ELECTRICAL SIGNS
88 CUSTER AVE.

SPECIFY
NON-STICK WINDOWS

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES
 • SASH WATERPROOFED

(Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.

JOHN H. FREEMAN

FINE HARDWARE
PROPERLY SUPERVISED

Architects' Bldg. TEmple 1-6760

PATRONIZE OUR ADVERTISERS

**TAYLOR &
GASKIN**

INC.

Fabricators of

JUNIOR BEAM FLOORS
FOR RESIDENCES
REINFORCING STEEL
STRUCTURAL STEEL
and
MISCELLANEOUS IRON

3105 Beaufait Ave. Detroit
PLaza 2350

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR
Randolph R. O. Ann Arbor
4162 3480 23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MAdison 0810

Architects!

... for
LOW COST maintenance-free
floors, specify ASPHALT TILE
Floor covering. We carry a
complete line of asphalt tiles
in marble designs, and plain
colors.

Call RAndolph 2400
Extension 183

**CROWLEY
MILNER'S**

CONTRACT SALES DEPT.

... and one of our flooring specialists
will gladly contact you.

PAINTS *for Every*
ARCHITECTURAL NEED

Wall Sealer
No. 30 Wall Sheen
Stippling Flats

Enamels
Chemiseal Floor Paint
Cement Paints

Duray Wallpaper
Texolite
Weatherbest
Shingle Stains

PAINT STORES, INC.

FLINT
MIDLAND

8780 GRAND RIVER—TYLER 4-1133
Paint Specialists

SAGINAW
LANSING

Mr. Harold A. Beam,
14200 Woodmount,
Detroit, Mich.



WEEKLY BULLETIN

MICHIGAN SOCIETY OF ARCHITECTS

Officers

KENNETH C. BLACK, President
ROBERT B. FRANTZ, 1st V-Pres.
GEORGE F. DIEHL, 2nd V-Pres.
LEWIS J. SARVIS, 3rd V-Pres.
CORNELIUS L. T. GABLER, Sec'y.
JOHN C. THORNTON, Treasurer
TALMAGE C. HUGHES, Exec. Sec'y.

Editor

TALMAGE C. HUGHES
120 Madison Ave., Detroit
CHerry 7660

Business Manager
E. B. FAUQUIER

Dire

ROGER ALLEN
CLAIR W. DITCHY
BRANSON V. GAMBER
ARTHUR K. HYDE
AMEDEO LEONE
EMIL LORCH
GEORGE M. MCCONKEY
ANDREW R. MORISON

Entered as second-class matter Dec. 9, 1930, at the Postoffice at Detroit Mich., under the act of March 3, 1879.
Published Weekly. Subscription Price: 50c per year (Non-Members \$1.00)

Volume 12

DETROIT, MICHIGAN, JULY 26, 1938

No. 30

HAMLIN DEFINES ELEMENTS OF ARCHITECTURE

Unity, like that secured by an orchestra under a good conductor when the many voices of the instruments unite in one great whole chord, is first among the qualities of architectural beauty, says Talbot F. Hamlin, Librarian of the Columbia University School of Architecture, who sees the possibility of an extraordinary architectural rebirth in America today.

"The good building is so designed that every slightest element plays some part in the entire effect. No building that is confused, pulling the attention this way and that, helter-skelter, can ever be beautiful," Mr. Hamlin points out in the current issue of the University Quarterly, published by the Columbia University Press.

Harmony, balance and repose are other essentials to architectural beauty, according to Mr. Hamlin.

"The soaring lines of the Daily News building in New York City, for instance, are all harmonious; every shape in the building is related to every other shape, and to change one without changing the others would hurt the whole.

"Beautiful buildings have balance and repose. That is only natural, for unbalance in anything, even diet, is confusing, disturbing, and unhealthy. Balance in architectural beauty merely means that the attention of the observer is not disturbed by jarring elements which are out of place.

"Buildings—good buildings—talk to one, in their way. To be sure, what one sees is only walls and piers and windows and such things, but somehow in the finest buildings these things combine to express ideas. 'The building looks strong', we say; or, 'The wonderful soaring lightness of it.'

"Truth to purpose is one of the ways to beauty. We like to feel that a building serves its purpose well; we like to feel the lightness and the airiness of wide glass areas in factories, of country living rooms which invite inside the beauty of outside nature through wide clear windows looking out on lovely views. We like to feel the dignity of public buildings, the solemnity of churches; we delight in schools in the design of which the child and education are alike dominant."

Architecture, like music, is an art of time as well as space, Mr. Hamlin adds. "No photograph, no painting can give us a true picture of a building. Buildings are to be walked around, seen from all points of view; entered, used, worked in or lived in. The building truly beautiful remains a single, changing, patterned experience during the entire process. Every smallest unit, outside and in, both in arrangement and detail, down to the door panels and the light switches, is part of one conception.

"The architect if he is to produce the greatest

architectural beauty, must design his buildings so that from the time you first see it in the distance, through the time when you approach it, enter it, follow through its rooms or spaces in the natural order, until the time you leave it again, you are constantly undergoing a single artistic experience of continually varying content—an experience which has a beginning, a middle, a climax, and an end, in which each moment is the result of what has gone before and prepares you for what is to come."

Age, lavishness of material and ornament, and styles have no connection with architectural beauty, Mr. Hamlin declares. "The old buildings we admire were not always old; and when they were new their architectural beauty, as distinguished from their picturesque beauty, was as great as, or greater than, it is now. It is true of course that time adds a mellowing touch, yet this mellowing touch is not architectural beauty, but natural beauty.

"Buildings with little or no ornament, and of the simplest materials, may often be more beautiful than those of the most expensive marbles tricked over with the most lavish carving of ornament and sculpture. The difference between being well dressed and being 'all dolled up' is enormous, and oftentimes the best-dressed person is the most simply dressed person. The same is true of buildings.

"Architectural beauty is not a matter of styles. You read of Colonial houses and English houses and Normandy houses and Gothic churches and the charm of this style and the loveliness of that style. All of that has nothing to do with architecture. We are done with all that parroting of the past; mere copying of what our ancestors did is at best only attempting to recover something that has gone; and because the styles we are taught were produced by people no longer living, and for kinds of life that have passed forever with the coming of the machine, we can never even copy them with perfect sincerity."

Mr. Hamlin asserts that "consciously or unconsciously we are under the influence of buildings for much of our waking life."

"If the arrangement of the towns we live in is pleasant, it is because some architect has thought to place them rightly; if our quarters are incon-

(Continued on Page 5)

REAL

BLOCK

QUALITY
 CONCRETE
 BUILDING
 TYLER 4-1711 UNITS
**CONCRETE BLOCK
 & PRODUCTS CO.**
 5740 Martin Ave.

Stair Rails Grilles Gates Etc.

TAL HOPKINS

Craftsman in
ORNAMENTAL METALS
 Best of References Furnished

7739 W. Eight Mile Road
 DETROIT
 UN. 2-3025

FREDERIC B. STEVENS, INC.

Face Brick, Enameled Brick, Roofing and
 Floor Tile, Glazed Brick and Tile
 Representatives for

FEDERAL SEABOARD TERRA COTTA

Third and Larned Streets

RANDOLPH 5990

DETROIT, MICH.

For

BETTER BUILT HOMES

Use Dwight's **"PRE-SHRUNK"** Lumber

DWIGHT LUMBER CO.

Vinewood 2-4500

PUNCH & JUDY THEATRE

Kercheval at Fisher Road Niagara 3898

THURS., FRI. & SAT. JULY 28, 29, 30
 Bing Crosby — Beatrice Lilly
"DOCTOR RHYTHM"

SATURDAY 11:00 P. M.

Frank McHugh
"SWING YOUR LADY"

SUN., MON., & TUES. JULY 31 and AUG. 1, 2
 Robert Montgomery and Virginia Bruce
"YELLOW JACK"

FOX THEATRE

SCREEN PRESENTATION

Warner Baxter and Marjorie Weaver in
"I'll Give A Million"

With Peter Lorre and Jean Hersholt

STAGE

PHIL HARRIS, the Casanova and Ladies' man of Jack Benny's radio program, and his Hollywood swing orchestra. With Phil is lovely Ruth Robin; Ruth and Billy Ambrose; and Raymond Wilbert. As an added attraction the Fox presents in person Judith Allen, glamorous star of the screen.

"Standard"
 PLUMBING FIXTURES

"Sunbeam"

AIR CONDITIONING SYSTEMS

Murray W. Sales & Co.

MAdison 4200

801 W. BALTIMORE AT THIRD

*"Bring Your Clients to Our
 Display Rooms"*

TURNER-BROOKS, Inc.

*Contractors and Designers of Resilient
 Flooring*

LASTIC VENEERS MARSHWALL TILE

PARKAY WOOD FLOORING

RUGS

LINOLEUM

CARPETS

9910 Dexter Blvd. TOWnsend 8-1020

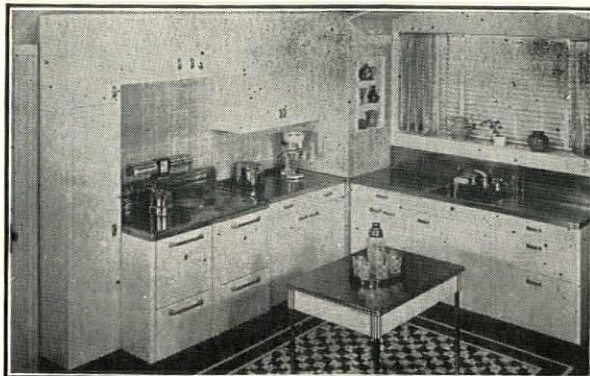
MONEL-METAL STORE

(Convention Hall Bldg.) 4461 Woodward Ave.

Monel Metal Sinks
 and
 Cabinet Tops

Whitehead Auto-
 matic Water
 Heaters

Wood Cabinets
 Electric Dishwashers
 Ranges and
 Refrigerators



Use Our Kitchen
 Planning Service

Whitehead Steel
 Kitchen Cabinets

Open 8:30 to 5:30
 Any Time by
 Appointment

WHITEHEAD METAL PRODUCTS OF N. Y., INC.

Tel. TEmple 1-8494

Detroit, Michigan

TO THE EDITOR:

Our committee on Hardware, which has labored diligently for six months, completed its work and now offers to the architects of the State for their consideration and approval its Hardware Classifications and Conditions as approved by our membership on June 7, 1938.

We believe that this is a step in the right direction and that it will eliminate misunderstandings and work to the benefit of both architect and contractor.

We are writing the Michigan Society of Architects and the Detroit Chapter of the A. I. A. to put the matter before them. If you find it agreeable, the subject matter could be printed in your Weekly Bulletin so as to give it a thorough reviewing by all architects.

Thanking you for giving the matter such consideration as you deem best and for past friendly co-operation, we are

Very truly yours,

CARPENTER CONTRACTORS' ASSOCIATION
of Detroit

John A. Whittaker, Secretary.

HARDWARE CLASSIFICATIONS AND HARDWARE CONDITIONS

As Approved by Carpenter Contractors' Association
June 7, 1938

HARDWARE CLASSIFICATIONS

Rough Hardware

Rough hardware shall be considered nails, screws, bolts, anchors, hangers and other metal devices used in the application or assembly of rough or construction lumber, also nails and common unfinished screws used in the application or assembly of finish woodwork, and shall include sash cord and sash weights.

Finish hardware

Finish hardware shall be considered plated and finished screws and devices for the application or assembly of millwork, including handrail brackets and stop screws and washers, also all track, hangers, locks, bolts, plates, hinges, knobs, pulls, etc. used in connection with the hanging or operation of moving wood units of millwork such as doors, sash, drawers, shutters, etc., whether interior or exterior.

Hardware fixtures

Hardware fixtures shall be considered racks, rollers, bars, holders, soap dishes, mirrors, brackets and other devices made in whole or in part of metal, glass, fibre, porcelain, and composition materials which are not used for the attachment of millwork.

Special finish hardware

Special finish hardware shall be considered those quantities for the individual units of millwork which are above the amount commonly applied in all work and such makes and kinds of hardware which are not commonly used in all work.

The following shall be included under this classification and such others that reasonably apply: 1. Soss hinges; Rixon type hinges. 2. Window safety bolts and devices. 3. Mortise and surface bolts in addition to one other latching means on the same unit. 4. Door checking devices on interior doors. 5. Hinges above two in number on all interior doors under 36 inches wide and on cabinet doors or any sash under 42 inches long on the hinge side. 6. Metal brackets and folding devices for closets and cabinets. 7. Metal coat poles; house numbers; door knockers; foot scrapers. 8. Sash balances and springs unless a part of the window unit. 9. Door guards, mechanical door holders and closing devices for garage and factory doors. 10. Kick plates. 11. Stall partition standards.

HARDWARE CONDITIONS

The bid/contract for carpentry and interior finish includes labor to install rough hardware and also

such finish hardware, special finish hardware and hardware fixtures as are listed in the schedule of hardware attached to the specifications or enumerated in the specifications for carpentry and interior finish.

The bid/contract for carpentry and interior finish does not include labor to drill or cut metal, marble, tile, granite, stone, glass, and like materials for reception of hardware which connects millwork to such materials unless called for and the items of hardware and their location are enumerated in the specifications for carpentry and interior finish.

The bid/contract for carpentry and interior finish does not include labor to install special finish hardware and hardware fixtures unless called for and the items to be installed are enumerated in the specifications for carpentry and interior finish.

The bid/contract for carpentry and interior finish shall, in the absence of a hardware schedule attached to the specifications or of proper enumeration in the specifications, include labor to install finish hardware and shall not include labor to install hardware fixtures or special finish hardware, all as defined in the **HARDWARE CLASSIFICATIONS** approved by the Carpenter Contractors' Association of Detroit and dated June 7, 1938.

MSA BOARD MEETS IN LANSING

On call of President Kenneth C. Black, the Board of Directors of the Michigan Society of Architects met at Hotel Olds in Lansing Friday evening, July 15th. Dinner was served in the main dining room followed by the board meeting in a private room in the Hotel. Those in attendance were President Black, messrs. Gabler, Thornton, Ditchy, Allen, Gamber, Lorch, McConkey, Hughes, Hyde, Diehl and Morison.

Adrian N. Languis also attended the dinner. A number of business matters were attended to and among them was provision for the organization of the Detroit Division of the Michigan Society of Architects. At the request of Professor Lorch, President Black announced the appointment of a committee from the society to cooperate with the Historic American Buildings Survey in the exhibition of Michigan historic buildings which was recently shown in the galleries of the J. L. Hudson Company of Detroit and is now on tour of the state. The committee consists of Messrs. Averton E. Munger, Warren L. Rindge, Robert B. Frantz, Edward X. Tuttle, Barry L. Frost, George D. Mason, and Wirt C. Roland.

NEIGHBORHOOD PLANNING COMPETITION

*Conducted by The Architectural Forum and
the American Gas Association*

\$1,000 prize was awarded to W. Stuart Thompson, Donald McLaughlin and Joseph Whitney of New York.

\$300 prize: George W. Wickstead and S. Dale Kaufman of Philadelphia and R. Andrew Bustard of Collingdale, Pa.

\$200 prize: James M. Berkey, Spokane, Wash.

Honorable Mention: Hays, Simpson & Hunsicker, Cleveland, Ohio.

Honorable Mention: W. J. Pollock and A. A. Scott, Roseburg, Oregon.

Three others received publication in The Architectural Forum. They were Kent Barker, Montreal, Quebec, Canada; W. C. Houtz, Arthur McVoy, and Leonard Wayman, Bloomfield Hills, Michigan; Richard Ives and G. Albert Chandler, Memphis, Tenn.

FROM THE CHAIRMAN OF A. I. A. COMMITTEE ON PUBLIC INFORMATION

Dear Mr. Hughes:

I am so much interested in your BULLETIN that now that I am leaving home for a vacation I would like to have the copies sent to me at

The Quissett Harbor House,
Falmouth, Massachusetts,

where I shall be until August 20th.

Thanking you, I am

Sincerely yours,

Wm. O. Ludlow.

PONTIAC REQUIRES ARCHITECTS' SEAL

In compliance with State law, City Engineering Department can accept for filing as public records only such plans of new commercial buildings as carry the stamp of the registered architect, A. L. Smith, deputy building inspector, of Pontiac has ruled. He said this rule does not apply to minor alterations.

Attention also was called by the inspector to an ordinance calling for a survey in connection with any structure planned for location closer than two feet to the street line.

"Full compliance with these regulations was decided upon by the Michigan Buildings Officials Conference which I attended recently," Smith reported.

Act No. 240, Public Acts of 1937, which became effective last Jan. 1, provides among other things that no public official shall accept or file as a public record a plan, specification, report or land survey which does not bear the seal of a registered architect, engineer or surveyor as the character of the work may require. Under this statute all plans and specifications presented for filing in connection with the issuance of a permit must bear the seal of a duly registered architect or engineer as authorized by the State Board of Registration except for certain exemptions.

Smith's interpretation of the law has been substantiated by City Attorney William A. Ewart.

Three exemptions cited are plans for residential buildings costing less than \$15,000; plans prepared by an owner for buildings on his own property for his own use when accompanied by affidavit to this effect; and plans for public works costing less than \$2,000.

NEW TECHNIQUE OF TOWN BUILDING

Large-scale housing promises to develop a new technique of town building, attracting the best minds in the profession of architecture, Sir Raymond Unwin, British housing authority, says in a report on "The Housing Problem" appearing in "The Octagon," publication of the American Institute of Architects.

"Hitherto, able architects have been mainly interested in the few larger commercial, industrial and cultural buildings, and have left to the speculative builder the designing of houses which, through small and relatively unimportant individually, generally occupy from 80 to 85 per cent of the area of the town and very largely determine its character and appearance," Sir Raymond points out.

"If the building of small dwellings is to be undertaken on a large scale by public authorities quite new conditions arise. Although each individual house may be a small matter, the planning, design, and building of a large scale housing scheme, covering a wide area of land, becomes a very important undertaking; one which should command the highest skill and which offers scope in design sufficient to inspire the ablest architects," the article states;

REPORT ON NATIONAL PLANNING CONVENTION

This conference could be characterized as a truly busy one and very much worth-while. The first session was well attended by an unusually large percentage of the total registration.

It was distinctly a discussional conference. A discussional conference is most desirable and educational but can have disadvantages. When several simultaneous sessions are being held on phases of planning in which one is deeply interested, it is disturbing to have to attend but one and miss the others. This condition was a repeated annoyance. In spite of the fact that so many discussion leaders failed to appear, the conference was fortunate in having such worthy substitutes.

The sessions were so arranged as to afford opportunity for discussion of all phases of city, township, county, metropolitan, state, regional and national planning and zoning. In general the discussions featured the newer methods used in the profession and answered questions relative to their successes, merits, or disadvantages. There was evidence of a trend toward more definite standardization of the best practices in planning operations. A helpful directness and refreshing frankness was manifest throughout the conference which inspired an assurance of thoroughness and dependability. A large part of the more technical matter was translated in discussion sessions into more common lay parlance.

There appeared to be a larger number of municipal officials in attendance and who participated in discussions. Nearly every state was represented and a goodly number of foreign countries.

Much emphasis was placed on the great value and importance of research in planning work. The greater progress, service and utility of civic planning will be dependent in large measure on planning research activities.

National conventions are particularly serviceable in reviewing the progress made in city planning, in realizing the increasing dependence on planning organizations, and in emphasizing the social need and economic value of more scientific analysis in civic planning in all phases of municipal activities.

—The Planner.

PARIS TAKES STEPS TO THWART BOMBS

The Paris Municipal Council has issued instruction regarding the construction of buildings which provide for gas chambers and roofs which will withstand bombing. The instruction, which applied originally only to public structure, has been extended to include buildings intended for commercial, industrial and official use. The gas-proof shelters must be sufficiently large to house comfortably 150 persons. The lower floor of a building also must be built sufficiently strong to sustain the weight of all the brick and metal above it in the event the building collapsed.

All roofs must be of non-combustible materials. The regulations also provide that fireproof screens must be placed in walls which separate buildings.

BILLINGHAM TO DESIGN COURT HOUSE ADDITION

M. C. J. Billingham, Kalamazoo, has been engaged by the Berrien County supervisors as architect for the \$300,000 addition to the courthouse and a new \$130,000 county jail.

A bond issue of \$236,500 and a PWA grant of \$193,500 have been proposed for financing the projects.

ADVOCATES 'SAMPLING' OF PUBLIC THOUGHT TO DETERMINE CURRENT MARKET

When the president of a nationally known manufacturing company went out recently to ring door-bells in a Nebraska town to test what his salesmen would encounter, he started something that has a lesson in it for the real estate advertiser, John W. Schaeffe, vice president of Baird and Warner, Inc., Chicago, says, writing in the current *Journal of Real Estate Management*, published by the Institute of Real Estate Management of the National Association of Real Estate Boards. The article is the first of a series outlining a modern approach to real estate advertising.

Those "polls of public opinion" on everything from wage and hour legislation to birth control, have, too, something in their sampling system that the merchandiser may take a leaf from in determining where his advertising should be directed, Mr. Schaeffe believes.

For "Whatever is done to correct a falling-off of business (or to build new business) must be done at the source—and that source is people," he says. "We cannot say too often: 'People are at the root of my business—and it must be run to please them—not me.' The business man's finger on the pulse of public opinion is like the radio beam to the pilot in night flying. It keeps him on the course and brings him to a 'happy landing'. Advertising is a shortcut to the public, but only a short cut when the market is known and when public opinion (acceptance of the product by the public) is accurately determined."

Antecedent to planning real estate advertising Mr. Schaeffe advocates careful "sampling" of what is on the people's minds at the time with respect to property generally.

HAMLIN DEFINES ELEMENTS OF ARCHITECTURE

(Continued from Page 1)

venient or dull, it is because no creative architectural imagination has been at work.

"Builders are always with us, so much so that often we become entirely blind to them; we accept buildings, good or bad, simply as a matter of course. Yet there is hardly one of us who has not at some time been jolted out of this unconsciousness and become suddenly aware of greatness and beauty in some building.

"Perhaps it was some sudden view of a house—merely a house, but a house so right, so fitted to its location with such an inviting door, such airy and well-placed windows, that suddenly it seems more to us than a mere house; it seems beautiful. Perhaps it was in the quietness of a church, or in front of some public building; but somewhere most people have suddenly become aware of the excitement and beauty in buildings; they have become aware of architecture.

"Architecture, we may say, is the art and science of building buildings which shall delight people by their beauty and serve them by their usefulness. It is thus an art of construction, of building things strongly and well. It is an art of social usefulness, creating houses to live in, office buildings and factories to work in, churches and synagogues to worship in, and a thousand other types of necessary structures. Lastly, architecture is an art which can make these all a delight to the eyes, an inspiration, a comfort, because they are beautiful.

"Architectural beauty is being created around us still. It is often a new beauty, which we may take a little while to get used to, because so many of the needs of modern life are new, and because in-

dustry offers us so many new and lovely materials, and engineering gives us new means of building. Each new need, each new material, each new structural method suggests new forms that are suitable to it, makes new beauty possible.

"Learn to appreciate this beauty; become aware of it, demand it. There is the possibility of an extraordinary architectural rebirth in America today. We in the schools of architecture are training men who shall be capable of achieving it; you, outside the schools, by your appreciation and by your demands can help bring it about."

RESOURCEFUL ARTISTS

Sculptors who live in the low-rent district along the East River in New York are able to get free marble. The fleet of dump trucks hauling rubbish from wrecked buildings often contain sizeable pieces of marble and granite, writes L. L. Stevenson in *The Detroit News*.

For an artist, the marble is a valued prize, for some of the blocks if bought new, would bring from ten to fifty dollars. Transportation is a problem but artists are versatile, and a \$2.00 deposit will secure rental of a pedlar's pushcart for twenty-five cents a day and, with the assistance of fellow artists, even large pieces can be carried to studios.

Incidentally, Mayor Fiorello La Guardia was recently viewing an out-door exhibition of a sculpture when he was told one piece represented a bird. He said, "If that's a bird, I am Hitler. There is too much no-good sculpture in the parks now," he continued, "and if I had my way we would have a clean-up week to remove some of it."

ARCHITECTS REPORTS

BENNETT & STRAIGHT, Schaefer Bldg., Dearborn, Or. 7750.

Alt. to Henry Ford School, Dearborn. Contract let to Clarence Greenwald.

DIEHL, GEO., 120 Madison, Cherry 7268.

Convent, Gesu Parish, Figures closed.

DESROSIER, ARTHUR, 1414 Mascabees Bldg., CO. 2178.

Church, Allenton, Mich., Fig. closed.

Church, Benton Harbor, Mich., figures closed.

Prep plans for church St. Nicholas Parish, Detroit, Ready about July 10 for figures.

DERRICK & GAMBER, Inc., 35 fl. Union Guardian Bldg., CA. 3175.

Prep. drgs. on Pontiac State Hospital.

GIFFELS & VALLET, Inc., 1000 Marquette Building, Prep. plans substructure, Gen. Con., Tool & Die Shop, Ford Motor Co.

Prep. plans factory, local manufact., Name withheld.

MASON, GEO. D. & CO. 408 Griswold, RA. 7850.

Prep. plans 6th Church of Christ Scientist, Manistique and Kercheval.

SARVIS, LEWIS J., Battle Creek, taking bids, School add., School District No. 3, Bedford Township, Calhoun County, \$50,000.

Plans completed, 7 bldgs., W. K. Kellogg Found. Health Camp, St. Mary's Lake, Battle Creek.

Prep. plans, \$100,000 addn. to school, Gull Lake, Calhoun County.

STACHOWIAK, STEPHEN J., 3005 Caniff Ave., TO. 8-7122.

Prep. plans, 2-story store & office bldg., Dearborn, 40x70. 2-story Veterans Home Alt. and addn., Vocational School.

Prep. plans, 50-bed hospital, contagious diseases, Administration Bldg.

WETZEL, B. C. & CO. 2317 Dime Bank Bldg., CA. 4941. Prep. plans Iona State Hospital, Iona, Mich.

Prep. plans for school, Chesaning, Mich.

MALCOLMSON, CALDER & HAMMOND, 1219 Griswold, CA. 9651.

Prep. drgs. on add. to David MacKenzie High School, Auditorium, Class room wing, health unit, swimming pool, etc.

Prep. working drgs. for new three story and basement fire proof re-inforced concrete class rm. unit for Trinity Baptist Church, Indiana, near Fenkell.

Prep. working drgs. for new three rm. fire proof health service and hospital bldg. for Mich. State College, East Lansing, Mich. Hospital is three story and basement re-inforced structure, pitched roof of structural steel frame with slate covering.

MARR, RICHARD 415 Brainerd, TE. 1-6860.

Fig. on 12-rm. Res. Lakepointe, G. P. Pk. closed.

BUILDERS' AND TRADERS' EXCHANGE OF DETROIT

Bert Haberkorn, president; Ray L. Spitzley, vice president; John Wenzel, vice president-treasurer.
Directors: Carl O. Barton; Harrison Clippert; George Crulekshank; Walter Giesecking; Vern Taylor;
Paul Sutherland, Edwin J. Brunner, secretary.

439 Penobscot Bldg., Randolph 5500

Edited by E. J. Brunner

Builders' and Traders' Exchange,
439 Penobscot Building,
Detroit, Michigan

Att. Ed. Brunner, Secretary

Gentlemen:

We are now starting on our second year as members of the Builders' and Traders' Exchange, and we feel that we owe you a bit more than the enclosed check so we will tell you some of the things you have done for us.

We have caught a number of jobs to bid on through the reports covering Detroit. That service just fills our needs. If you didn't do another thing, you still would be more than earning your money. But why do you not blow your horn more? Maybe it was our own fault, but we were members for over a half a year before we got on to it that you published news out in the state. That was just what we wanted. It's a wonderful help to our business and has earned its cost over and over again—and not one wild goose chase from it as yet.

Took us some time too to find you could furnish us with good reports of the financial and other set-ups of firms, and from this service we have actually saved more than enough to pay for our membership and the state reports combined. Your practice of having members pay for the services they get is very fair, and could be copied.

When we got your master information blank to fill out after we joined, we did not think much about it, but after finding out how your information system works, we can see where it is of great value to us—and by making this all available to architects for nothing as you do, you are doing a real service for the industry.

We are looking forward to the publication of the next Buyers Guide with a great deal of interest. We will be listed properly, you can bank on that. Sorry we were not in the last one.

Wonder if we are unusual members, or do you do all this for all your members—at any rate, we don't know how we can thank you too much for the service your secretary did for us regarding the sales tax. Perhaps that was an extra service, but you wrote in a bulletin offering such service to your members, I recall. That one service might have cost us a nice little amount of money, and if we had neglected to get that somewhere as we might have done had it not been for your bulletins we might have been stuck for much more than your membership will cost for some years to come.

We have tried to be good members. Our Mr. — was at your annual meeting, and he met some men which didn't hurt a bit. I have been to two of your golf outings so far and while my golf is atrocious, I have had a real good time, and your Mr. Bill Seeley as they all call him is one prince of a fellow, and the outings are events very well worth the time to attend.

There is one thing we do not understand about the way the organization is run—why don't you brag a bit more about what you are doing. You do some important things and then do not let people know you did them. For instance how many know that you got the branch office of the WPA in Detroit locating it right beside your quarters in the Penobscot. That one thing, of course, was what made us first consider becoming members, but how many of those firms dealing with that office realize that the Builders' and Traders' Exchange is saving them trips to Lansing. How many architects know what you really are doing for them?

There is a Mr. — who should be a member of the Exchange. I met him at the last golf outing, and was very much surprised when he said he was not a member. I told him the fine services we are getting. How that man can afford not to belong, I don't know—but he is not sold, you will have to sell him on the idea. Maybe he has something in him that you referred to in last week's Blue Flash.

Seems like we are interested in getting some members for you. We are interested because it is all the better for us as members to have many others in.

So go to it boys, you are doing a good job. You are doing a good balanced job giving us good services and then providing the golf outings and annual meetings where we can get a headache if we want one. Keep it up and from now on you don't forget to toot your horn.

Yours very truly
(Deleted)

Well, publishing this is proof that we have begun horn tooting. Thanks a million Mr. Member—you are a friend.

ARCHITECTURE IN ALUMNI LECTURE SERIES

Architecture was represented in the group of lectures of the Alumni University at Ann Arbor, by the three following, given by Professor Lorch.

European Background.

Architecture in the United States from the beginning to 1893.

Architecture in the United States from 1893 to the present.

The University of Michigan offered the above and other groups of lectures for the Alumni.

As Manhattan, the main section of New York City, is an island with land too costly for railway yards, most of the freight cars of the twelve railroads that serve it arrive and depart on harbor craft, which comprises more than 1,500 car floats, lighters, tugs and barges, and represents an investment of \$50,000,000. —Marion Chesney in Collier's.

CLASSIFIED BUILDING TRADES

GENERAL CONTRACTORS

GEORGE W. AUCH CO.—3646 Mt. Elliott, Plaza 1190.

IRONITE WATERPROOFING AND RESTO-CRETE

WESTERN WATERPROOFING CO.—410 Murphy Bldg., Cadillac 9646.

LUMBER DEALERS

DETROIT LUMBER CO.—5601 W. Jefferson Ave., Vinewood 1-2090.

HURD LUMBER CO.—6425 W. Vernor Highway, Vinewood 1-4120.

C. W. KOTCHER LUMBER CO.—2137 Gratiot Ave., Filtzroy 3390. Established 1864.

BRAUN LUMBER CORP.—TO. 8-0320 Davison Avenue & G. T. R. R. Yds.—Jeff. Ave., Pontiac.

O'HARA-QUINLAN LUMBER CO.—14811 Meyers Rd., HOgarth 5110.

RESTRICK LUMBER CO.—1000 W. Grand Blvd., Lafayette 0500.

F. M. SIBLEY LUMBER CO.—6160 Kercheval Ave., Filtzroy 5100.

WALLICH LUMBER CO.—3741 St. Aubin Ave., Temple 2-6660.

WEEKLY BULLETIN

A RESOLUTION

*Concerning Affiliation of The American
Institute of Architects With State
Associations*

UNANIMOUSLY ADOPTED AT THE REGULAR
MEETING OF THE SOUTHERN CALIFORNIA
CHAPTER A. I. A., JUNE 14, 1938

WHEREAS, The President of The American Institute of Architects in his Address to the Seventieth Convention stated:

"It is protested here and there that The Institute is too selective and affects the airs of an Academy. There is a certain cruelty in that indictment. The Institute has never closed its doors to an architect who was ready to meet a tolerant standard of capacity and willing to conform to a code of practice designed to protect him in his relation to the public and his fellows. To that extent only has The Institute of Architects been exclusive ever.

"It is true that numerically we make no convincing claim to nationally representative character. But our title has rested, and securely rested, upon other foundations, and few there are, I believe, who have questioned the national scope of our authority.

"The Institute has been eager for an enlarged membership and has constantly stimulated the activity of the Chapters through whose direct agency alone that can be normally accomplished. Along the traditional avenues of increase a general drive is at this moment in process under the direction of the new Membership Committee. This effort, if energetically pursued, should fairly establish the number of those who conspicuously value our membership and, reasonably perhaps, the full stature of which the nature of The Institute is independently capable";

and

WHEREAS, The Southern California Chapter of The American Institute of Architects is in full agreement with the above statements of The President, and deplores the fact that the Seventieth Convention, in its subsequent action concerning State Associations, did not accept the wise counsel of The President; and

WHEREAS, constant changes of the status of The Institute and of its membership only complicate and make confusing the true position of The Institute as an independent, self-respecting organization; and

WHEREAS, Chapters of The Institute may cooperate with State Associations on matters of common interest, which cooperation is in no way aided by tenuous connection with them; and

WHEREAS, the Report of the Committee on State Organizations indicated that State Associations generally do not desire affiliation with The Institute, and that the few affiliated State Associations do not value such affiliation; and

WHEREAS, the stated membership of certain State Associations is open to question, because of the inclusion of non-dues-paying members; and

WHEREAS, the inclusion of "Members of State Association Members" in the published membership statistics of The Institute is a fiction having no validity nor significance for The Institute; and

WHEREAS, the increased stringency of licensing laws will automatically increase the proportionate number of architects who value and seek Institute Membership; and

WHEREAS, the influence of any organization depends upon the unity of purpose of its members, and not upon mere numbers; and

WHEREAS, an architect qualified for any acceptable form of "special" membership would, by the same token, be qualified for normal Institute Membership;

THEREFORE BE IT RESOLVED:


1. That the Southern California Chapter of The American Institute of Architects re-affirms The President's fine statement as a sound expression of the true and proper position and scope of The Institute; and
2. That the further breaking down of membership qualifications in the impatient desire for increased numbers in unnecessary and reduces the character and desirability of Institute Membership; and
3. That if The Institute, as an independent organization, will pursue a progressive policy in the interest of architecture and the profession, it need not fear the interference of a third organization, nor seek to augment its nominal membership by connection with another organization; and
4. That we will continue our friendly cooperation with an independent State Association in this region and encourage our members to maintain their memberships in that Association; and
5. That we urge The Institute Board and all Members who value their membership in The Institute to resist the "unification" movement to the end that further changes may be prevented, and that The Institute may return to its traditional, independent position described by The President; and
6. That copies of this Resolution shall be sent to The Institute Board, and to the various Chapters and State Associations.

Recommend "STANDARD ACCIDENT"
Surety BONDS and be SURE

Standard Accident Insurance

Company

DETROIT MICHIGAN
A. A. CLARK, Manager Bonding Department
Detroit Branch Office
640 Temple Avenue Temple 1-9100



BLOCK & BRICK INC.
MAKERS OF
SAND LIME BLOCK & BRICK

Products manufactured from the White Sands of Lake Michigan. Lighter in weight and color.

A Complete Line of Rock Wool Insulation
Products Manufactured in Detroit

Consult us when you have insulation problems
SPECIFICATIONS MAILED ON REQUEST

INSULATION INDUSTRIES Incorporated
Hogarth 8978
Meyers Road
at Lyndon

WENZEL FLOORS

Johns-Manville Asphalt Tile

Magnesite Composition

Rubber Tile — Cork Tile

439 Penobscot Bldg.

RANDOLPH 5500

ACME CUT STONE CO.

9630-9690 Greeley Ave. Detroit, Mich.

LOngfellow 5770-1-2-3

**F. H. Martin
Construction Co.**

955 E. Jefferson Ave. CADillac 4890

DETROIT, MICHIGAN

Detroit Lumber Co.

"Most Modern Finish Factory in Michigan"

Special Millwork, Cabinets and Stairs

No Charge for Service or Shop Drawings

5601 W. Jefferson Ave. VInewood 1-2090

Recommended by the Architects of America

ROBERT W. TEBBS

PHOTOGRAPHER TO

ARCHITECTS AND DECORATORS

Studios: New York and Plainfield, N. J.

BELLE LA ROSE 2627 LAKEWOOD Blvd.

LEnox 5362

Mr. Tebbs is in Detroit at present.

**New! GENERAL ELECTRIC
ELECTRIC SINK**WASHES THE DISHES
DISPOSES OF GARBAGE
ELECTRICALLY!

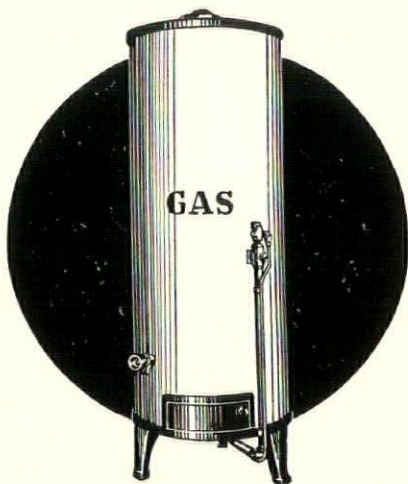
- * ENDS DISHWASHING DRUDGERY
- * ENDS MESSY ACCUMULATION OF GARBAGE
- * EASY TO BUY AND TO INSTALL

For Further Details Call or Write
Kitchen Planning Department
GENERAL  **ELECTRIC**
SUPPLY CORP.

2985 E. Jefferson Fitzroy 5806 Detroit

Finest water heating fuel!

GAS



There's no other water heating system as attractive to home planners and home buyers as automatic gas water heating. It's *completely* automatic, maintaining an ample and unfailing supply of hot water economically ready for use at any hour of the day or night. And gas water heaters are economical.

Complete information on gas for water heating—types of equipment and installation—as well as particulars on all other modern gas services is yours for the asking at the Gas Company.

DETROIT CITY GAS CO.

Clifford at Bagley

BOULEVARD—General Motors Bldg.
HAMTRAMCK—11601 Joseph Campau

Phone CHerry 3500

WYANDOTTE—3013 Biddle
DEARBORN—22113 Michigan

**GOOD
HARDWARE FOR OVER 50 YEARS**

RAYL'S
1233 Griswold Street

Ralph Alfes

Erwin Alfes

CONRAD KELLER CO.
GENERAL BUILDERS

Carpentry — Repairs
Maintenance — Alterations

4628 Moran St.

IVanhoe 4343

NELSON COMPANY

DETROIT — ROYAL OAK — ANN ARBOR
Randolph R. O. Ann Arbor
4162 3480 23701

WHOLESALE
PLUMBING AND HEATING SUPPLIES
Dependable Products—Dependable Service

O. W. BURKE COMPANY

GENERAL CONTRACTORS

FISHER BUILDING

Detroit, Mich.

MADISON 0810

**SCHROEDER
PAINT & GLASS
COMPANY**

POLISHED PLATE AND WINDOW GLASS
PAINTS, OILS, COLORS, VARNISHES, Etc.

5914-5938 Twelfth Street

Phone MADison 3500

Detroit, Mich.

Architects!

... for
LOW COST maintenance-free
floors, specify ASPHALT TILE
Floor covering. We carry a
complete line of asphalt tiles
in marble designs, and plain
colors.

Call RANDolph 2400
Extension 183

**CROWLEY
MILNER'S**

CONTRACT SALES DEPT.

... and one of our flooring specialists
will gladly contact you.

PAINTS *for Every*
ARCHITECTURAL NEED

Wall Sealer
No. 30 Wall Sheen
Stippling Flats

Enamels
Chemiseal Floor Paint
Cement Paints

Duray Wallpaper
Texolite
Weatherbest
Shingle Stains

PAINT STORES, INC.

FLINT
MIDLAND

8780 GRAND RIVER—TYLER 4-1133
Paint Specialists

SAGINAW
LANSING

CINDER BLOCK INC.

HOgarth 1140

Cinder Concrete Block

The complete Ma-
sonry Unit for all
types of building con-
struction.

W. J. PHILIPS CO., INC.

Plumbing, Heating, Ventilating, Power
Piping and Sprinkler Systems

1165 W. Warren Avenue

TEmples 1-3690

Detroit, Mich.

PATRONIZE OUR ADVERTISERS

Every Architect Requires Expert Sign Advice

Call us When You Have a Creative
Art or Engineering Problem.

WALKER & Co.

NEON & ELECTRICAL SIGNS
88 CUSTER AVE.

GLANZ & KILLIAN CO. CONTRACTORS

PLUMBING - HEATING - VENTILATING
FIRE PROTECTION SPRINKLER SYSTEMS

1761 W. Forest Ave.

TEmples 1-7820

H. H. DICKINSON COMPANY

5785 Hamilton Ave. MADison 4950

COMPLETE BUILDERS SUPPLIES

Armored Concrete Curbing
Master Builders Products

Heatilators

Asphalts

TAYLOR & GASKIN

INC.

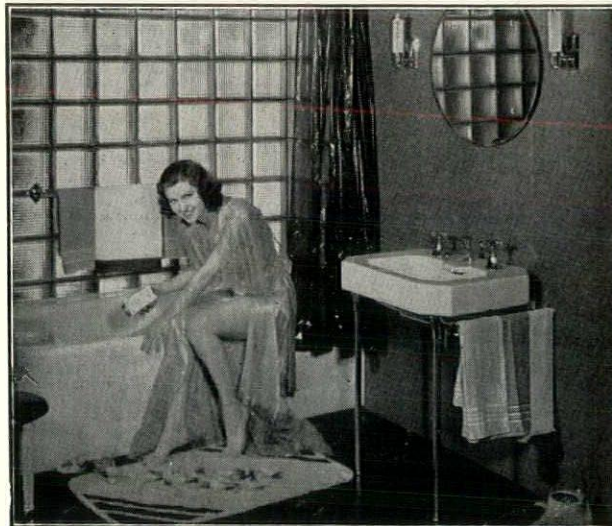
Fabricators of

JUNIOR BEAM FLOORS
FOR RESIDENCES
REINFORCING STEEL
STRUCTURAL STEEL
and
MISCELLANEOUS IRON

3105 Beaufait Ave.

Detroit

PLaza 2350



Glass Block

STOPS HEAT * ADMITS LIGHT

CADILLAC GLASS CO.

2570 Hart Ave.

PHONE LEnox 4940

Detroit

SPECIFY NON-STICK WINDOWS

The First Completely Assembled Double-Hung Window

• 2x4 JAMBS • 2x8 SILLS • ONE-PIECE ZINC SASH GUIDES • ALUMINUM-PRIMED FRAMES
• SASH WATERPROOFED

(Listed in Sweet's Catalog)

N. S. W. CO.

2137 Gratiot

Detroit, Mich.